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Evaluation of the 2012 Illinois “Click It or Ticket” Campaign

April 22 – June 11, 2012

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Illinois Department of Transportation

Division of Traffic Safety

Evaluation Unit

The Evaluation Unit within the Division of Traffic Safety in the Illinois Department of Transportation focuses on evaluation and monitoring of various highway safety projects and programs in Illinois. The Evaluation Unit conducts research and analyses that enhance the safety and efficiency of transportation by understanding the human factors that are important to transportation programs in Illinois. The main functions of the Unit include the following:

1. Develop an in-depth analysis of motor vehicle related fatalities and injuries in Illinois using several crash related databases (Crash data, FARS, Trauma Registry, and Hospital data, state and local police data).
2. Develop measurable long term and short term goals and objectives for the Highway Safety Program in Illinois using historical crash related databases.
3. Evaluate each highway safety project with an enforcement component (e.g., Local Alcohol Program and STEP projects) using crash and citation data provided by local and state police departments.
4. Evaluate several highway safety programs (e.g., Occupant Protection and Alcohol). This involves evaluating the effects of public policy and intervention programs that promote safe driving.
5. Design and conduct annual observational safety belt and child safety seat surveys for Illinois. This survey is based on a multi-stage random selection of Interstate Highways, US/IL Highways, and several local and residential streets.
6. Provide results of research and evaluation as well as annual enforcement activities to the National Highway Traffic Safety Administration (NHTSA) as part of the Federal Requirements of State Highway Safety Program in Illinois.
7. Provide statistical consultation to other Sections at the Division of Traffic Safety and other Divisions at IDOT.
8. Publish results of all research and evaluation at the Division and place them as PDF files at IDOT's Website.

Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact the "Click It or Ticket" campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues during the May 2012 mobilization in Illinois. Safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

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Executive Summary

"Click It or Ticket" (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform the motoring public of the benefits of seat belt use and of issuing tickets for seat belt violations during a brief four to six week period. The goal of the CIOT campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

The 2012 Memorial Day CIOT was conducted April 22 to June 11, 2012. One hundred sixty-three local law enforcement agencies and all 22 districts of the Illinois State Police participated in the statewide safety belt campaign. The following materials include results of an in-depth evaluation (process, impact and outcome) of the CIOT campaign.

ENFORCEMENT

1. During statewide and rural CIOT campaigns local law enforcement agencies and the ISP logged a total of 23,726.5 enforcement hours and wrote 31,005 citations, 16,753 (54.0%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 85.0 minutes throughout the May campaign. Overall, one citation was written every 45.9 minutes of statewide and rural enforcement. In addition, ninety-two agencies which had grants through DTS issued 20,606 occupant restraint citations as a part of the incentive program. There were also 60 earned enforcement agencies which issued 3,657 occupant restraint citations as a part of the incentive program.
2. ISP and the local agencies each averaged one citation written for every 45.9 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 3,905 (42.4%) were safety belt violations and child safety seat violations. For the local agencies, of the 21,786 citations issued during enforcement, 12,848 (59.0%) were safety belt and child safety seat violations.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

3. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 23,726.5 patrol hours and issued 31,005 citations during CIOT statewide and rural enforcements at a total cost of \$1,391,841. On average, citations were written every 45.9 minutes during enforcement at a cost of \$44.89 per citation, or \$58.66 per patrol hour.
4. Twenty-one (21) holiday mobilization SBEZ grantees (those local agencies that were funded to conduct enforcement during the CIOT campaign) issued one citation every 35.2 minutes. The cost per citation for these agencies was \$30.74 and cost per patrol hour was \$52.44. One hundred and thirteen regular grantees issued one citation every 49.8 minutes. The cost per citation for these agencies was \$45.83 and cost per patrol hour was \$55.23. Twenty-nine grantees with multiple grants issued one citation every 42.8 minutes of patrol. The cost per citation for these agencies was \$38.57 and the cost per patrol hour was \$54.11. The Illinois State Police issued one citation every 45.9

minutes. The cost per citation for the ISP was \$52.09 and cost per patrol hour was \$68.14.

5. The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

MEDIA

6. During the May mobilization campaigns, Illinois spent a total of \$790,270 on paid media. A total of 9,195 television and 10,348 radio advertisements ran during the campaigns to promote CIOT. Alternative media included in-theater ads, online ads, and network radio.
7. On May 23, 2012, nine media events were held at 10:00 a.m. in Chicago, Rockford, Rock Island, Peoria, Springfield, Quincy, Decatur, O'Fallon and Marion to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement. This year DTS worked with state and local law enforcement to increase awareness of the nighttime CIOT message across the state.
8. Sixteen press conferences held around the state helped to spread the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 100 stories related to CIOT ran across the state. Throughout the campaign, 6 radio news stories were aired; 92 print news stories ran; and 6 television news stories aired.

STATEWIDE OBSERVATIONAL SURVEY

9. The recent safety belt surveys were statistical (multi-stage random) observational surveys conducted statewide during May and June 2012 on both high volume state highways and low volume local roads and residential streets. The pre-mobilization survey was a mini-survey (50 sites), while the post mobilization survey was statewide (258 sites). The fifty sites for the mini-surveys were selected from the 258 sites used in the annual safety belt usage survey.
10. During the pre-mobilization survey, there were 35,723 front seat occupants observed at 50 locations. During the post mobilization survey, there were 121,910 front seat occupants observed at 258 locations statewide in this survey.
11. Of the 121,910 front seat occupants observed, almost 94 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 91.4 percent during the pre-mobilization to 93.6 percent during the post mobilization. The safety belt usage rate for passengers increased from 92.3 percent during the pre-mobilization to 93.8 percent during the post mobilization.
12. Based on region, the safety belt usage rate increased by 3.2 percentage points for the collar counties from 91.3 percent during the pre-mobilization survey to 94.5 percent during the post mobilization survey. The safety belt usage rate for the downstate counties increased from 93.4 percent to 94.4 percent resulting in an increase in 1.5

percentage points. In the city of Chicago, the safety belt usage rate increased by 0.6 percentage point. On the other hand, the safety belt usage rate for Cook County, excluding the city of Chicago, resulted in a 0.6 percentage point decrease from 93.4 percent to 92.2 percent.

13. Based on road type, the safety belt use on Interstate Highways increase by 5.1 percentage points. On residential roads, the safety belt usage rate increased by 0.6 percentage point. Finally, on U.S./Illinois Highways the safety belt usage rate increased by only 0.1 percentage point.
14. Observations of drivers and passengers in cars (excluding pickup trucks) showed that the safety belt usage rate increased from 92.0 percent to 94.2 percent. The safety belt usage rate for drivers of passenger cars increased from 91.9 percent to 94.2 percent. The safety belt usage rate for passengers decreased from 92.8 percent to 94.3 percent.
15. Observations of drivers and passengers in pickup trucks showed that the safety belt usage rate increased from 85.6 percent to 89.3 percent. The safety belt usage rate for drivers of pickup trucks increased from 85.6 percent to 89.2 percent. The safety belt usage rate for passengers decreased from 85.5 percent to 89.2 percent.

RURAL OBSERVATIONAL SURVEY

16. There were 6,505 vehicles observed during the pre-mobilization, of which, 4,951 were passenger cars and 1,554 were pickup trucks. During the post mobilization, there were 7,465 total vehicles observed, of which, 5,502 were passenger cars and 1,963 were pickup trucks.
17. The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 90.1 percent during the pre-mobilization to 92.3 percent during the post mobilization.
18. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate at 94.7 percent and the Rockford media market had the second highest usage rate at 93.1 percent. The seat belt usage rate in the Peoria media market was 86.7 percent, while the lowest seat belt usage rate was in the Champaign media market at 85.6 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Champaign, and Peoria media markets. The safety belt usage rate increased by 5.5 percentage points in the Champaign media market. The Peoria, St. Louis and Rockford media markets had increases in safety belt use of 1.3 percentage points, 1.0 percentage points, and 0.6 percentage point respectively.
19. On residential roads, there was an increase from 89.4 percent during the pre-mobilization to 91.8 percent during the post mobilization. On U.S. /IL Highways, the safety belt usage rate increased from 90.4 percent during the pre-mobilization to 92.6 percent during the post mobilization.
20. The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 91.8 percent during the pre-mobilization to 94.3 percent during the post

mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

21. The safety belt usage rate for pickup trucks increased from 84.6 percent during the pre-mobilization to 86.8 percent during the post-mobilization resulting in a 2.2 percentage point increase.

NIGHTTIME OBSERVATIONAL SURVEY

22. During the pre campaign survey, there were 10,237 observations during the day and 2,198 observations during the night. After the statewide campaign (media and enforcement), a total of 10,793 occupants were observed during the day and 2,547 occupants were observed during night.
23. Overall, during the pre and post campaign, the nighttime usage rate was slightly lower than the daytime usage rate (90.0 percent at night versus 92.2 percent at day during pre campaign and 89.9 percent at night versus 92.5 percent at day during post campaign), differences of 2.2 and 2.6 respectively for the pre and post observational surveys.
24. Based on vehicle type, the safety belt usage rate was lower at night than during the day across passenger cars. The post campaign usage rate difference between daytime and nighttime for passenger cars was smaller than that of the pre-campaign usage rate differences. Unexpectedly, during the pre-mobilization survey, the safety belt usage rates for pickup trucks was higher during the nighttime survey than the daytime survey. This could be attributed to the low number of observations of pickup trucks during the surveys.
25. The seat belt use figures reported here cannot necessarily be considered descriptive of the entire State of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole State.

STATEWIDE TELEPHONE SURVEY

Awareness of messages to encourage people to wear seat belts

26. The percent of people who indicated that, "in the past thirty days," they had "seen or heard any messages that encourage people to wear their seat belts" increased from 51 percent in the April pre-test survey to 62 percent at the time of the June post-test survey.
27. Those who had seen or heard messages encouraging people to wear seat belts were asked whether "the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual." The statewide percent of these respondents choosing "more than usual" increased from 11 percent in April to 24 percent in June.
28. Of those June respondents who had seen or heard messages encouraging seat belt use, most respondents indicated exposure through billboards / road signs (74%) and

television (67%). Radio accounted for 38 percent of exposure, newspapers accounted for 19 percent of exposure, followed by friends / relatives (17%).

Awareness of *Click It or Ticket* slogan

29. The 2012 April awareness level started at 88 percent, just slightly lower than the April awareness level in 2007 through 2009. It then increased to 91 percent in the June 2012 survey. Focusing on the recent seat belt campaign slogan of “Click It or Ticket,” we find the June awareness levels for this slogan range from 90 to 92 percent with the Chicago metro region at 92%, the downstate region at 90%, and the targeted rural counties at 92%.

Seat Belt Awareness and Enforcement

30. The statewide percent who indicated that, “in the past thirty days,” they had “seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations” increased by 8 percent points from April to June, going from 17 percent in the April survey to almost 25 percent in the June survey.
31. Individuals aware of special seat belt enforcement report hearing about it via television (45%) and radio and newspapers (26% and 28%, respectively). About 20% expressed being exposed through friends and relatives.
32. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, the total proportion who agrees to any extent increased from 28.4 percent in April to 29.7 percent in June – with the percent who strongly agree at 16 to 17 percent in both surveys. At the same time, the percent who disagree to any extent increased from 14.5 percent in April to 16.1 percent in June. A decrease is found with those who indicated they don’t know or did not answer (57% to 54%).
33. The hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? Statewide, the percent who indicated that getting a ticket would be “very likely” increased just slightly, from 42.5 percent in April to 43.0 percent in June. Combined with those who said “somewhat likely,” we find that the total percent who indicated either “very likely” or “somewhat likely” was about 70 percent in both the April and June surveys. The total percent who indicated either “very unlikely” or “somewhat unlikely” is slightly under 25% in both surveys.

Evaluation of the 2012 Illinois “Click It or Ticket” Campaign

Introduction / Background

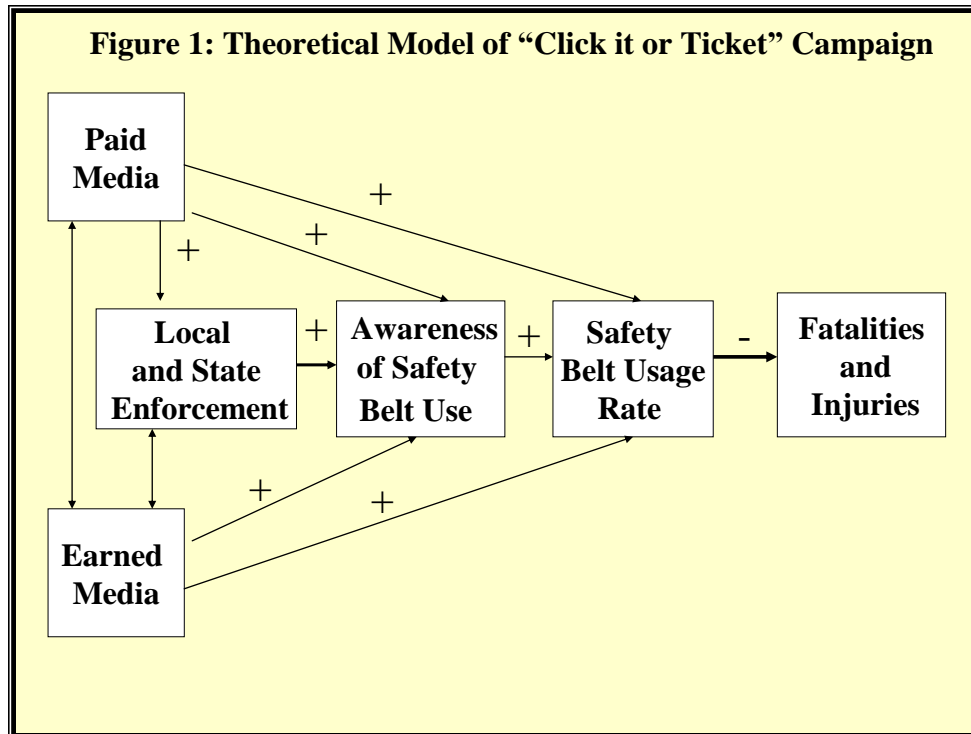
“Click It or Ticket” (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform the motoring public of the benefits of safety belt use and of issuing tickets for safety belt violations during a brief four to six week period. The goal of the CIOT campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

Experience across the nation clearly demonstrates that high safety belt usage rates (above 80 percent) are not possible in the absence of highly publicized enforcement. The threat of serious injury or even death is not enough to persuade some people, especially young people who believe they are invincible, to always buckle up. The only proven way to get higher risk drivers to use safety belts is through the real possibility of a ticket or a fine.

“Click It or Ticket” is a model of the social marketing program that combines enforcement with communication outreach (paid and earned media). The main message regarding the benefits of wearing safety belts is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. The primary belt law was passed by the Illinois legislature in July 2003 that made it possible for police to stop and ticket motorists who were not wearing their safety belts. Several safety belt enforcement zones (SBEZs) are conducted by the local and state police departments throughout the state where motorists were stopped and checked for safety belt use.

The components of the CIOT model are paid and earned media paired with local and state enforcement to increase the public’s awareness of the benefits of safety belt use, and in turn, the safety belt usage rate. These variables work together to reduce injuries and fatalities.

Figure 1 shows the components of a CIOT model.

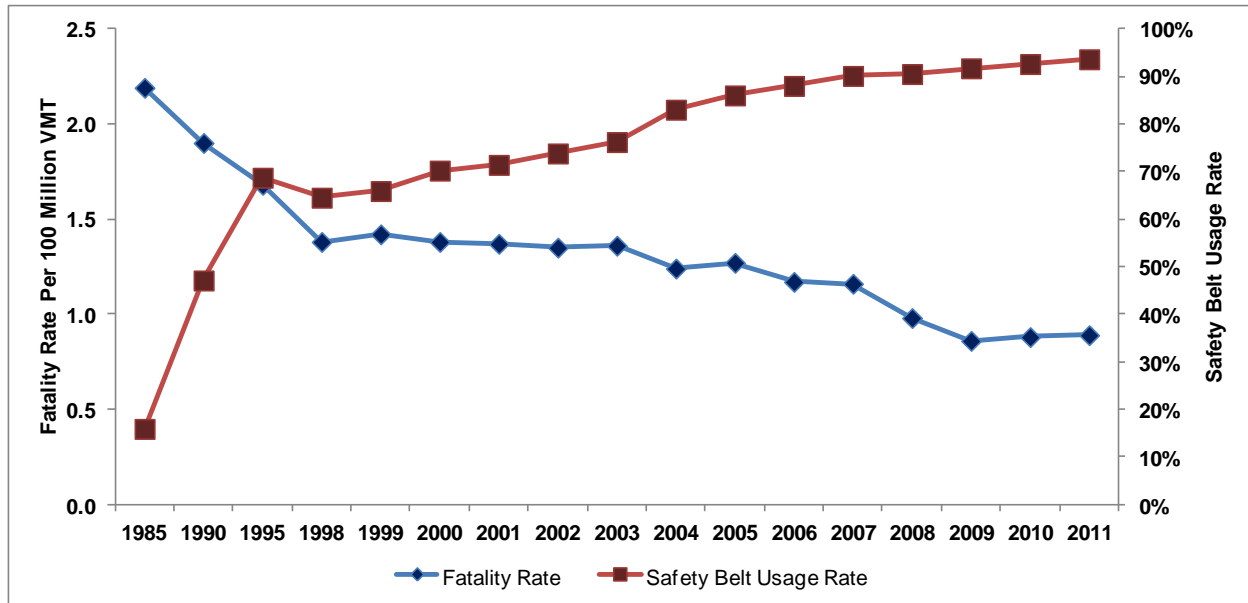


Safety Belt Use / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt and fatality has been well documented in the literature (FARS, 2010). Based on the state and national data, an increase in the safety belt usage rate is highly correlated with a decrease in motor vehicle fatalities. The main and independent measure of safety belt use in Illinois is through the annual observational survey that is conducted across the state. The motor vehicle fatality rate is measured by total fatalities per 100 million vehicle miles of travel.

Figure 2 provides historical data on the safety belt use and fatality rate in Illinois for the last 20 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by 77 percentage points, peaking at 93.6 percent in June 2012. At the same time period, the fatality rate decreased from 2.2 in 1985 to 0.89 in 2011.

Figure 2: Historical Data on Fatality and Safety Belt Usage Rates



Earned Media

Earned media is coverage by broadcast and published news services, as well as other forms of free advertising. Earned media generally begins one week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program. Examples of other forms of earned media include fliers, posters, banners and message boards.

Paid Media

Safety belt enforcement messages are repeated during the publicity period. Messages specifically stay focused on enforcement continuing to remind motorists to buckle up or receive a ticket, in other words, "Click It or Ticket". CIOT paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively.

Enforcement

Enforcement campaigns usually last two weeks. During this period, zero-tolerance enforcement focusing on safety belt violations is carried out statewide. Whatever enforcement tactics are used, keeping traffic enforcement visibly present for the entire enforcement period is a central component of CIOT.

The current CIOT model indicates that an intense paid media and earned media to publicize the safety belt enforcement campaign has strong impact on how the enforcement activities are conducted. Then the enforcement activities (e.g., issuing tickets, encouraging people to wear their safety belts), along with additional media activities, will have a strong positive effect on the safety belt usage rate and public awareness of the benefits of wearing belts. Finally, the increase in the safety belt usage rate and increase in the public awareness of the safety belt laws and benefits of wearing belts will have strong negative effect on motor vehicle related fatalities and injuries. The higher safety belt usage rate is associated with the lower motor vehicle related fatalities and injuries.

Implementing CIOT Campaigns in Illinois in May / June 2012

In May 2012, Illinois Department of Transportation, Division of Traffic Safety launched statewide and rural CIOT campaigns. In coordination with the National Highway Traffic Safety Administration (NHTSA) and county and local law enforcement agencies, the program set out to increase safety belt and child safety use across the state by means of a highly publicized enforcement campaign of the state's mandatory safety belt law.

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2012 with special emphasis on increasing safety belt usage among Illinois' rural population. Rural Illinois was again the focus of the statewide CIOT, which took place from May 11 – May 28. The Illinois State Police (ISP) also participated in both campaigns as part of their *Occupant Restraint Enforcement Patrol* and *Special Traffic Enforcement Program*. The purpose of this report is to evaluate these statewide CIOT campaigns.

Report Objectives

1. To increase safety belt use statewide in Illinois, especially in rural areas.
2. To determine the safety belt usage rate in Illinois through the use of pre and post observational surveys, with special emphasis on select rural communities.
3. To determine Illinois residents' views and opinions regarding safety belts, the safety belt law, safety belt enforcement, and safety belt programs through the use of pre and post telephone surveys.
4. To evaluate the impact of the CIOT campaigns on safety belt use.

Implementation of CIOT in Illinois

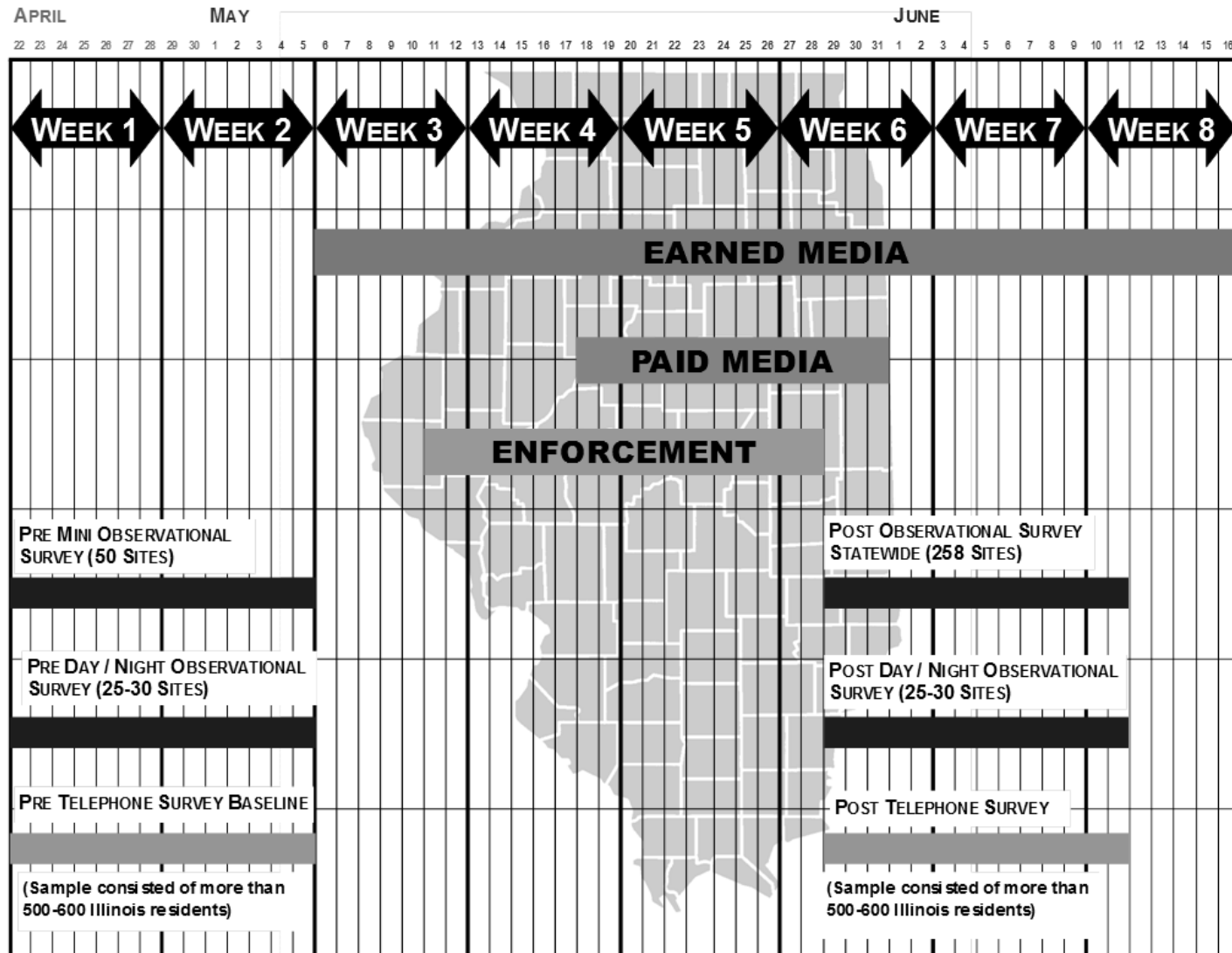
Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 22 and concluded June 11, 2012. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Week 1 & 2 (April 22 – May 5, 2012): This week marked the start of the “Click It or Ticket” campaign. Pre-CIOT safety belt observation and telephone surveys were conducted during first two weeks.
- Week 3 (May 6 - May 12, 2012): Highly publicized strict enforcement of the safety belt laws began as part of the CIOT campaign. Earned media detailing the importance of wearing safety belts began.
- Week 4 (May 13 – May 19, 2012): Paid media advertisements promoting the statewide CIOT program ran on television and radio statewide; enforcement and earned media continued.
- Week 5 & 6 (May 20 – June 2, 2012): Paid media and enforcement concluded; earned media continued; post statewide and rural as well as nighttime CIOT observational surveys began; post telephone surveys began.
- Weeks 7 & 8 (June 3 – June 16, 2012): Post statewide and rural as well as nighttime CIOT observational surveys concluded; post telephone surveys concluded.

Diagram 1

2012 Illinois “Click It or Ticket” Timeline



Special Emphasis on Rural Communities

Increasing safety belt use among high-risk rural drivers and passengers represents a considerable challenge. The states in the Great Lakes Region agreed to work cooperatively in 2005 – 2006 on a Region-wide “Rural Demonstration Project” designed to increase safety belt use in rural areas¹. Although the “Rural Demonstration Project” was completed in 2006, some of the Great Lakes Region’s states, including Illinois, extended their strong commitment to increase safety belt use rates in rural areas, which are significantly overrepresented in crashes and fatalities, and consider this a major objective in achieving our overall occupant protection program goals.

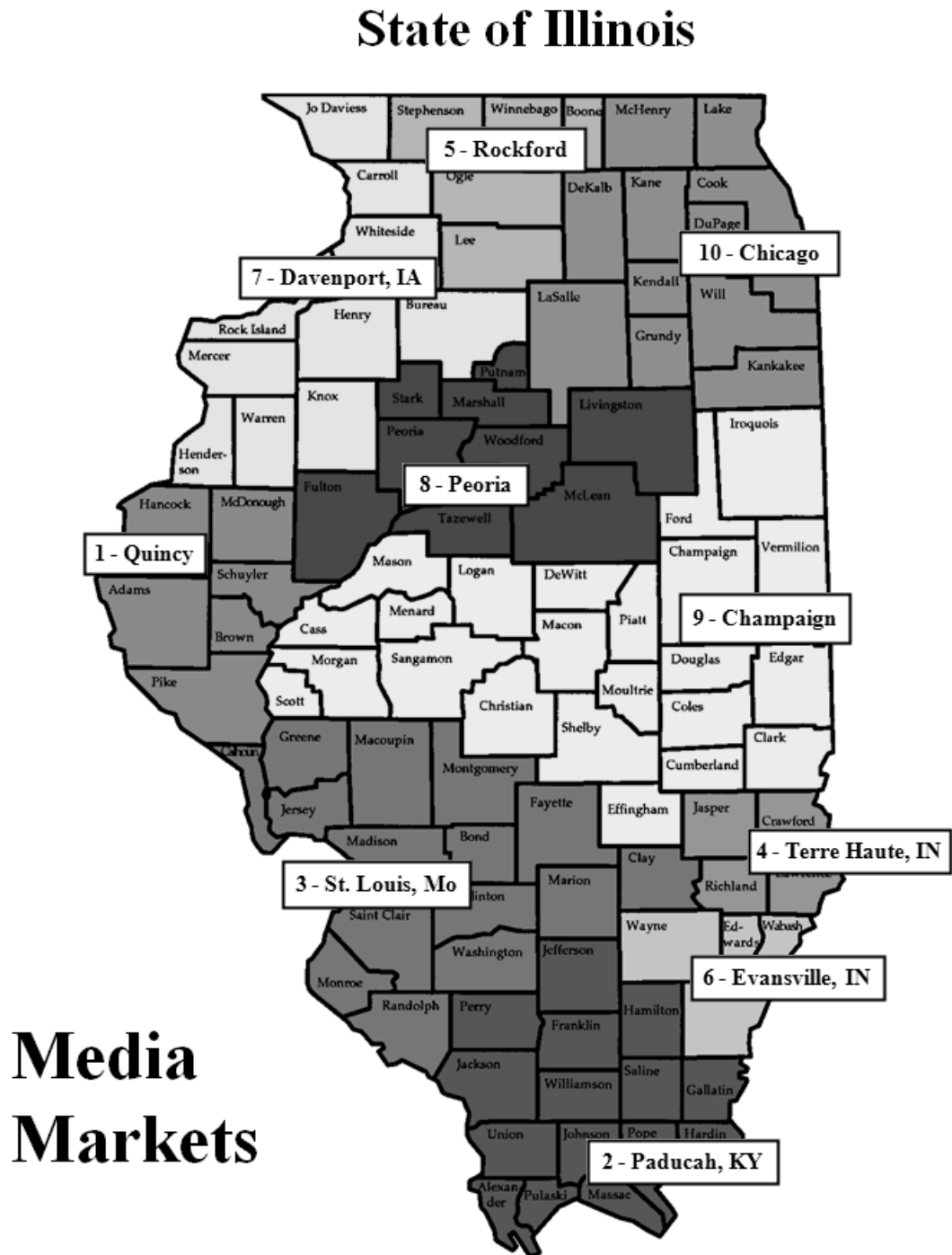
In order to effectively address the challenge of increasing safety belt use among high risk rural drivers and passengers, a comprehensive program was developed to include three critical components: 1) a focused outreach and media campaign; 2) high visibility enforcement; and 3) a quantifiable evaluation component.

Rural Population

The rural Illinois media market consists of geographic areas based on the rural population density of the state’s 102 counties. For this reason, the five Illinois rural media markets were chosen to serve as the rural population of interest for the rural CIOT. The rural media markets in Illinois, which consist of the Champaign, Davenport, Peoria, Rockford, and St. Louis (Metro East) areas, are displayed in **Figure 3**.

¹ The states in the Great Lakes Region consist of Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin

Figure 3: State of Illinois Media Markets²



² Rural media markets are 9 - Champaign, 7 - Davenport, 8 - Peoria, 5 - Rockford, and 3 - St. Louis

Methods of Evaluation

In this report, both process and outcome evaluations methods were used to assess the impact of statewide and rural CIOT campaigns on safety belt use and related issues in Illinois.

Process Evaluation

The CIOT model pairs public information and education campaign with highly visible enforcement (such as SBEZs) to encourage safety belt use. Media and community outreach are the vehicles by which public information and education are shared with Illinois motorists. The rural CIOT campaign included targeted media and outreach directed at motorists living and traveling within the five Illinois rural media markets. The rural CIOT was followed by a second round of media and enforcement as the statewide CIOT commenced, giving rural motorists a “one-two punch” of safety belt education and enforcement. The CIOT process evaluation consists of three components: enforcement, paid media, and earned media.

Enforcement

Local police agencies and the Illinois State Police participated in two rounds of CIOT enforcement: statewide and rural. CIOT enforcement activities included SBEZs and saturation patrols focused on occupant restraint violations. The local police agencies and state police participated in nighttime enforcement during the CIOT campaign.

Paid & Earned Media

Two types of media are enlisted to inform and educate the public about the importance of safety belt use. ***Paid media*** consists of advertising which has been purchased and strategically placed. Examples of paid media are television and radio ads. ***Earned media*** is free media publicity, such as newspaper, television, or radio news stories, as well as community outreach activities.

DTS has Occupant Protection Coordinators (OPCs) who focus on generating earned media for CIOT. In addition to earned media, the OPCs also perform outreach activities to spread the CIOT message to targeted groups in the community. Outreach activities include preparing media releases and distributing printed materials and incentive items, such as posters, pencils and key chains on which the CIOT message is displayed, to promote safety belt use. Outreach also includes partnering with other state agencies, state and local community groups and businesses to inform and educate the public about safety belt use and the CIOT campaign.

Outcome Evaluation

The CIOT outcome evaluation consists of pre and post safety belt observational and public opinion surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated by the Evaluation Unit at the Division of Traffic Safety.

From April 22 to June 11, 2012 the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois motorists. The main purpose of these surveys was to evaluate the impact of the statewide and rural CIOT campaigns on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the rural and statewide mobilizations:

1. Statewide Observational Safety Belt Surveys (includes special focus on rural and nighttime enforcement)
2. Statewide Telephone Surveys

Observational Safety Belt Survey

Statewide

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. The first survey was a mini-survey (50 sites), while the post-mobilization survey was statewide (258 sites). The fifty sites for the mini-survey were selected from the 258 sites used in the annual safety belt usage survey. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. Design of the survey was based on the National Highway Traffic Safety Administration's requirements.

Rural

The pre and post observational surveys among rural communities included 27 sites. The survey design for the rural observational survey sites was similar to the statewide observational survey.

Nighttime

In order to validate pre and post nighttime observations, daytime observations were included in this survey. Division of Traffic Safety at IDOT conducted a non-scientific nighttime

observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May CIOT campaign on the nighttime safety belt usage rate. During the first two weeks of May 2012, observations were made at 15 sites, once during the day between 7:00 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2012 CIOT high-visibility enforcement program.

Telephone Survey

Two telephone surveys were conducted before and after the CIOT campaign by the Survey Research Office at the University of Illinois. The state was stratified into the Chicago metro area and the remaining Illinois counties, known as “Downstate.” Random samples of telephone numbers were purchased for each of the four stratified regions and each telephone number was called a maximum of six times, at differing times of the week and day.

The telephone surveys were conducted in order to evaluate the impact of the statewide and rural CIOT campaigns on safety belt issues. Safety belt issues surveyed include self-reported belt use, motorists’ opinion and awareness of the existing local and state safety belt enforcement programs, primary safety belt law, and safety belt related media programs and slogans.

RESULTS OF ENFORCEMENT ACTIVITIES
(STATEWIDE includes Rural Areas)

Results of Enforcement Activities

Table 1 provides enforcement activities for both statewide and rural CIOTs. The main enforcement activities include enforcement hours, number of safety belt zones conducted, total citations, number of safety belt and child safety seat citations, other citations, as well as two performance indicators (citations written per minute and safety belt and child safety seat citations per minute). These two indicators also were used to assess the progress made by local agencies.

Statewide Enforcement

One hundred sixty-three (163) local law enforcement agencies and all 22 districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 23,727 enforcement hours and issuing 31,005 citations, 16,753 (54.0%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket for every 85.0 minutes³ of patrol throughout the May campaign. Overall, one citation was written for every 45.9 minutes of patrol³. There were an additional 60 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like cameras, radar detectors and breathalizers. There were 92 grant-funded agencies that participated in the DTS incentive program, as well. These grant-funded agencies would be eligible to buy equipment after they qualified for an award. To be eligible for the prizes, these agencies were required to start issuing safety belt and child safety seat citations before actual enforcement began. They were only required to submit total number of safety belt and child safety seat citations they issued. The agencies which participated in the incentive program issued a total of 24,263 safety belt and child safety seat citations (20,606 citations were issued by the grant-funded agencies and 3,657 were issued by the earned enforcement agencies).

Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois’ 102 counties. ISP conducted 7,048.0 hours of enforcement including 1,616 SBEZs. A total of 9,219 citations were issued by the ISP, 42.4% (3,905) of which were safety belt and child safety seat violations. On average ISP wrote one safety belt / child safety seat citation for every 108.3 minutes of patrol.

³ This calculation only includes agencies that submitted both total patrol hours and total citations issued.

Local Enforcement

One hundred sixty-three local police agencies were funded to participate in CIOT enforcement. A total of 1,004 SBEZs and 1,094 saturation patrols were conducted. Local officers logged 16,678.5 patrol hours and issued 21,786 citations. One citation was issued every 45.9 minutes by local officers during statewide enforcement. Almost fifty-nine percent of the citations issued (12,848) were safety belt and child safety seat violations. One safety belt / child safety seat citation was issued every 77.9 minutes of enforcement. In addition, ninety-two grant-funded agencies issued 20,606 occupant restraint citations as a part of the incentive program. There were also 60 earned enforcement agencies which issued 3,657 occupant restraint citations as a part of the incentive program.

TABLE 1: TOTAL ENFORCEMENT RESULTS

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data			Agencies that Participated and Submitted only Safety Belt and Child Safety Seat Data for the Incentive Program		GRAND TOTAL
	Local Agency Total N=163	State Police Total N=22 Districts	Statewide Total ⁴ N=185	Grant Funded Agencies Participated in an Incentive Program N=92	Earned Enforcement Agencies Participated in an Incentive Program N=60	
Number of Enforcement Hours	16,678.5	7,048.0	23,726.5	NA	NA	NA
Number of Safety Belt Enforcement Zones	1,004	1,616	2,620	NA	NA	NA
Number of Saturation Patrols	1,094	456	1,550	NA	NA	NA
Total Citations	21,786	9,219	31,005	20,606	3,657	55,268
Number of Safety Belt and Child Safety Seat Citations	12,848	3,905	16,753	20,606	3,657	41,016
Number of Other Citations	8,938	5,314	14,252	NA	NA	NA
Minutes Per Citation ⁴	45.9	45.9	45.9	NA	NA	NA
Safety Belt Citations and Child Safety Seat Citations Per Minute ⁴	77.9	108.3	85.0	NA	NA	NA

* Note that the total citations issued by all agencies, including earned enforcement agencies was 55,268.

⁴ These performance indicators were calculated based on the data from those agencies which submitted both patrol hours and citation information.

**COST / EFFECTIVENESS ANALYSIS
OF ENFORCEMENT ACTIVITIES**

Cost / Effectiveness Analysis of Enforcement Activities

In an effort to assess the costs and effectiveness of enforcement activities, actual reimbursement claims paid out for local and state agencies were used to calculate cost per hour of enforcement and cost per citation during the CIOT statewide and rural CIOT campaigns.

Tables 2 and 3 summarize enforcement activities (patrol hours, citations, number of citations written per minute, cost per citation, cost per patrol hour, and cost of project) by grant type (local, state, and other types) for selected three groups. In addition, **Tables 12-15** in **Appendix A** provide detailed enforcement activities and their associated costs by agency and grant type. These tables also include frequency and percent distributions of occupant protection and DUI citations for each grantee.

Statewide Enforcement Activities

The agencies included in the CIOT cost / effectiveness analysis conducted a total of 23,726.5 patrol hours and issued 31,005 citations during CIOT statewide and rural enforcements at a total cost of \$1,391,841. On average, one citation was written every 45.9 minutes during enforcement at a cost of \$44.89 per citation, or \$58.66 per patrol hour.

Table 2: Statewide Enforcement Activities and Associated Costs

Enforcement	Patrol Hours	Total Citations	Citations Written Every X Minutes	Approximated Cost Per Citation	Approximated Cost Per Patrol Hour	Approximated Total Cost
Statewide	23,726.5	31,005	45.9	\$44.89	\$58.66	\$1,391,841

Grant Type / Agency Enforcement Activities

Illinois State Police

ISP conducted 7,048.0 patrol hours during statewide enforcement and issued 9,219 citations at cost of \$480,240, or \$68.14 per patrol hour. One citation was written every 45.9 minutes, an average cost of \$52.09 per citation. (See **Table 15** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

Local Police Agencies

As of September 26, 2012, a total of 163 law enforcement agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic

Safety. A total of 21 agencies were solely holiday mobilization safety belt enforcement zone grantees, 113 agencies had only one regular grant with DTS, and 29 agencies had multiple grants with DTS. Of these 29 agencies, they had 60 grants with DTS. (See **Tables 12-14** in **Appendix A**).

Memorial Holiday Mobilization Grantees

The 21 holiday mobilization grantees included in this analysis worked a total of 1,084.0 patrol hours and wrote 1,849 citations at a cost of \$56,843, or \$52.44 per patrol hour. On average, one citation was written every 35.2 minutes during statewide enforcement at a cost of \$30.74 per citation. (See **Table 12** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Single Grants

One hundred three (113) regular grantees contributed 9,803.5 patrol hours to the campaign, issuing 11,812 citations. Regular grantees issued one citation every 49.8 minutes at a cost of \$45.83 per citation or \$55.23 per patrol hour. (See **Table 13** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Multiple Grants

The remaining 29 grantees with multiple grants conducted 5,791.3 patrol hours and they issued 8,125 citations during the CIOT mobilization. These agencies issued one citation every 42.8 minutes of patrol at a cost of \$38.57 per citation or \$54.11 per patrol hour. (See **Table 14** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

A summary of statewide ISP and local enforcement activities and associated costs by grant type is listed in **Table 3**.

Table 3: Statewide Enforcement Activities and Associated Costs by Agency / Grant Type

Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
IL State Police	7,048.0	9,219	45.9	\$52.09	\$68.14	\$480,240
SBEZ Grantees Only (n=21)	1,084.0	1,849	35.2	\$30.74	\$52.44	\$56,843
Regular Grantees Only (n=113) (109 STEP, 4 LAP)	9,803.5	11,812	49.8	\$45.83	\$55.23	\$541,386
Regular Grantees with Multiple Grants (n=29) (refer to Appendix A Table 15 for the types of grants each agency had)	5,791.3	8,125	42.8	\$38.57	\$54.11	\$313,373
Total	23,726.5	31,005	45.9	\$44.89	\$58.66	\$1,391,841

Limitations of the Enforcement Data

The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

For example, based on cost per patrol hour, DTS reimbursed the Thayer Police Department for \$273.00 for conducting 13.0 patrol hours resulting in \$21.00 per patrol hour. On the other hand, Frankfort Police Department was reimbursed \$2,179.33 for conducting 12 patrol hours resulting in \$181.61 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed Cherry Valley Police Department \$3,014.86 for writing 214 citations resulting in a cost of \$14.09 per citation issued. On the other hand, Dixon Police Department's cost per citation was \$103.99 (they were reimbursed \$1,767.84 for only issuing 17 citations). Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, Burnham Police Department issued 268 citations over 32 patrol hours resulting in one citation written for every 7.2 minutes of patrol. On the other hand, Dixon issued only 17 citations over 48 patrol hours. This resulted in one citation written for every 169.4 minutes of patrol (see **Table 12** in **Appendix A**).

Future plan

1. To conduct an in-depth analysis of the current data to identify those agencies which are considered as outliers. Since there are several different reasons for the presence of outliers, ranking and identifying outliers among the local agencies will be performed separately by taking into account different indicators, such as total patrol hours, number of minutes it took to write a citation, and cost per citation.
2. Provide the list outliers to the local police agencies and ask them to verify their figures and provide reasons for high or low values. There is a possibility that the figures local agencies provided for IDOT are incorrect.
3. Conduct an unannounced audit of the local police agencies to be sure the data are correctly compiled and submitted to IDOT.
4. Based on the findings from the local agencies, develop a proactive plan to improve the timeliness, completeness, accuracy of the data.

**PAID MEDIA
&
EARNED MEDIA / COMMUNITY OUTREACH**

Paid Media & Earned Media / Community Outreach

Paid Media Activities

During the May mobilization campaigns, Illinois spent a total of \$790,270 on paid media that consisted of repeating the safety belt enforcement message of *Click it or Ticket* during the publicity period. Messages specifically focused on enforcement, continuing to remind motorists to buckle up or receive a ticket, in other words, click it or receive a ticket. CIOT paid advertisement campaigns lasted two weeks. More than 44 percent of the total paid media purchased (\$348,055) were radio advertisements and about 42 percent of the total media purchased (\$328,017) were radio advertisements. The remaining \$114,198 of the media budget was spent on alternative media. Almost twenty thousand television and radio advertisements ran during the campaign to promote CIOT. The breakdown of paid media spots appears in **Table 4**.

Table 4: Number of Paid Advertising Spots and Dollars Spent for *Click It or Ticket*

Media Market	Dollars Spent – TV	Ads Ran - TV	Dollars Spent – Radio	Ads Ran - Radio	Total Dollars Spent	Total Ads Ran
Chicago	\$ 261,420.01	2,421	\$ 225,693.62	2,778	\$ 487,113.63	5,199
Davenport	\$ 7,441.79	949	\$ 10,302.00	877	\$ 17,743.79	1,826
Peoria	\$ 10,342.80	1,230	\$ 12,797.60	1,809	\$ 23,140.40	3,039
Springfield	\$ 22,240.25	2,206	\$ 9,225.90	1,331	\$ 31,466.15	3,537
Rockford	\$ 13,106.75	1,263	\$ 10,097.56	1,229	\$ 23,204.31	2,492
Quincy	\$ 2,999.92	444	N/A	N/A	\$ 2,999.92	444
Marion	\$ 8,194.00	150	\$ 7,050.33	988	\$ 15,244.33	1,138
Metro East	\$ 22,309.95	532	\$ 52,849.60	1,336	\$ 75,159.55	1,868
Total TV & Radio	\$ 348,055.47	9,195	\$ 328,016.61	10,348	\$ 676,072.08	19,543
Network Radio	N/A	N/A	\$ 25,000.63	2,744	\$ 25,000.63	2,744
Movie Ads	N/A	N/A	N/A	N/A	\$ 8,547.00	1,500
Alternative Media	N/A	N/A	N/A	N/A	\$ 80,650.00	See Note*
Total Dollars Spent	N/A	N/A	N/A	N/A	\$790,269.71	N/A

Network radio is the Illinois Network Radio Stations (29 stations).

*Note: Alternative media is Comcast Cable Xfinity online ads, and a full network on-line video/banner program.

Earned Media Activities

In addition to paid media, various types of earned media items were obtained for the CIOT campaigns from a variety of sources. DTS coordinated statewide media events and public forums to promote CIOT and distributed CIOT banners to all participating CIOT police agencies. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the statewide CIOT campaign. Law enforcement agencies were directed to the Buckle Up Illinois website (<http://www.buckleupillinois.org/Getinvolved.asp>) for pre and post media advisories, posters, paycheck stuffers, a roll-call video, web banner, email blast, opinion editorial, Saved by the Safety Belt application, Be a Buckle Buddy information and an order form. Occupant Protection Coordinators (OPCs) employed by DTS and located throughout the state, extensively promoted the campaign through community outreach.

On May 15, 2012, the Illinois Department of Transportation with the Illinois State Police issued a press release to increase awareness of the Memorial Day CIOT and the enforcement initiative “Click It or Ticket.” The “Click It or Ticket” initiative was designed to get motorists to wear their safety belts. Safety belt enforcement was to be conducted at safety belt enforcement zones both during the day and night.⁵ Furthermore, on May 23, 2012, another press release was issued to inform the public about increased efforts to boost safety belt efforts over the Memorial Day weekend.⁶

Sixteen press conferences held around the state helped to get the CIOT message out to the traveling public. Of the three most common forms of media (print, radio, and television), the most common type of earned media obtained for CIOT was in the form of print news stories. A total of 100 stories related to CIOT ran across the state. Throughout the campaign, 6 radio news stories were aired; 92 print news stories ran; and 2 television news stories aired (see **Table 5**).

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print, but are also credited with some additional methods by which to alert their communities of the CIOT campaign. In addition to hanging the DTS provided CIOT banners and community road signs, law enforcement agencies and the Regional Occupant Protection Coordinators asked local businesses to put the CIOT message on their outdoor message boards

⁵ This information was part of the Illinois State Police's press releases issued on 15 May 2012. The actual press release can be found at <http://www.dot.il.gov/press/r051512.html>.

⁶ This information was a part of the Illinois State Police's press releases issued on 24 May 2012. The actual press release can be found at <http://www.dot.il.gov/press/r052312.html>.

and to hang posters indoors, others taped public service announcements, and put notices on city web sites and local cable public access channels. **Table 5** lists the type and number of earned media items obtained for the CIOT campaigns by the participating local enforcement agencies.

For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 119 such announcements in communities across the state. In addition, 55 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 5** shows, local enforcement agencies issued 255 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 92 print news stories, 6 radio news stories, and 2 television news stories all dealing with the CIOT campaign. Please refer to **Table 5** for a complete listing of earned media items obtained for the Memorial Day CIOT campaign.

Table 5: Number of Earned Media Items Obtained for <i>Click It or Ticket</i>	
Earned Media Items	Number of items
Press releases issued	255
Print news stories	92
Radio news stories	6
Television news stories	2
Press conferences	16
Posters / fliers	447
Outdoor message board announcements	119
CIOT Banners	62
Web page postings / announcements	178
Local cable public access messages	22
Presentations	19
Other	56

Community Outreach

Seven Traffic Safety Liaisons (TSLs), located across the state, worked to spread the CIOT message through community outreach. Outreach activities included distribution of printed materials—yard signs, posters, bottle tags and payroll stuffers as well as distribution of incentive items--key chains and awareness bracelets with the “Click It or Ticket” message. The TSLs attended health fairs, malls and drivers education classes, partnered with local businesses including bars and gas stations and conducted radio interviews to alert and educate

the community about the CIOT campaign. A summary list of community outreach activities appears in Table 6. Examples of outreach activities include:

- The occupant protection website (www.buckleupillinois.org) was updated to include new CIOT information for law enforcement and traffic safety advocates to use during the CIOT mobilization. An e-mail was sent to law enforcement agencies and Child Passenger Safety technicians throughout the state alerting them to check the website for information. Included in the e-mail were files for posters, paycheck stuffers, sample media releases for pre and post campaign use, op-ed article, e-mail blast, bulletin stuffer and presentations to use about belt use for different age groups.
- Included on the website was an order form that allowed law enforcement agencies and traffic safety advocates to order materials such as posters, bumper stickers, static clings, awareness bracelets, sunglass wipes, bag clips, food stickers and paycheck stuffers to distribute in their community. DTS filled over 250 orders during the campaign.
- Over 5,000 CIOT posters were distributed statewide. The posters were displayed in police agencies, restaurants, businesses, libraries, toll-way system, gyms, banks, schools and health departments.
- 250 new yard signs were placed around the state with the message: Kids, Teens, and Adults: Buckle Up. The signs were placed at gas stations, health departments, banks, busy intersections, country roads, and at the entrances to towns, schools, parks, etc. Yard signs used in previous campaigns were reused for the campaign as well.
- CIOT messages were placed under the signatures of the TSLs on their e-mails sent out to anyone during the month of May.
- The DTS partnered with Casey's General Store for the 2012 CIOT mobilization. Casey's stores displayed CIOT static clings on their doors and windows, so exiting customers would see the message before getting in their cars. All 400 stores in Illinois participated.
- 2,920 golf tee packs were handed out to 14 golf courses in Northern Illinois. The golf tee packs had a CIOT theme to them- reminding golfers to buckle up.
- A major focus for this campaign was rural outreach. DTS partnered with many rural farm stores to put up posters in their stores, distribute paycheck stuffers to employees as well as customers, put static clings on doors and delivery vehicles, and more. A new rural partnership for the May campaign was with grain elevators in Illinois. Elevators were sent a letter reminding them how important it is to buckle up. Many took advantage of the order form included with the letter by ordering CIOT materials to display at their elevator and give out to their customers.
- Another way TSLs reached out to the target male population was to partner with Jiffy Lube Centers in Chicago and car dealerships and auto service centers in Central and Southern Illinois. Oil funnels, static clings and payroll stuffers were distributed to 29 different Jiffy Lube centers in Chicago. Tire gauges and floor mats with the CIOT message on them were distributed to throughout Central and Southern Illinois.

- E-mail blasts containing CIOT information were sent to over 40,000 people in Illinois. Including Northern Illinois University students and staff, Southern Illinois University-School of Medicine employees, CPS technicians, Operation Teen Safe Driving participating schools, Red Cross Chapters and Law Enforcement.
- The CIOT message was posted on websites including: the Illinois Traffic Safety Leaders website, Chamber of Commerce websites in Southern Illinois, Northern Illinois University's news page, IDOT's internal website, The Village of Woodridge and Southern Illinois University- Carbondale's news page.
- In Southern Illinois, 15 Radio Stations were provided goody bags that included CIOT promotional items. Each station was provided safe driving questions and answers to be used for call in promotional giveaways during the Memorial Day mobilization.
- Almost 30,000 paycheck stuffers were distributed throughout the state.
- One TSL gave an on-air interview during a Chicago Cubs game at Wrigley Field on May 16th and another TSL assisted DTS with a booth on Memorial Day at Wrigley Field- reminding fans to Click It or Ticket.
- Over 114,000 incentive items promoting the campaign were distributed throughout the month of May. Items distributed include static clings, bag clips, bumper stickers, placemats, lanyards, pens, clickers, cups, napkins and awareness bracelets. Distribution sites included health and safety fairs, shopping centers, malls, athletic events, schools, police stations, city halls, banks, bars, golf courses, etc.
- Several TSLs submitted letters and articles to local newspapers, newsletters and electronic newsletters reminding readers and employers to buckle up.
- The TSLs worked diligently to persuade local businesses to display CIOT messages on their marquee signs. Many local Chamber of Commerce helped recruit businesses to spread the message. Some of the agencies that displayed the message included: restaurants, banks, gas stations and convention centers.
- Over 34,000 food stickers were distributed in Illinois. These stickers were given to local pizza restaurants, to place on their pizza boxes when they delivered a pizza or on fast food bags. The sticker says "Click It or Ticket" and "\$60 - It's a lot of food or 1 safety belt ticket."
- DTS and some of the TSLs had a postage message printed on all out-going mail. The postage was labeled, "Buckle Up, Save Lives" or had a CIOT logo.

Media Events

On May 23, 2012, nine media events were held at 10 a.m. in Chicago, Rockford, Rock Island, Peoria, Springfield, Quincy, Decatur, O'Fallon and Marion to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement. This year DTS worked with state and local law enforcement to remind motorists to be extremely careful when traveling, and to

draw attention to the increase in fatalities that had happened for the beginning of 2012. Each press event was held in conjunction with a safety belt enforcement zone, when feasible. These events were organized by DTS Law Enforcement Liaisons (LELs) and TSLs. Speakers representing the Illinois Department of Transportation, the National Highway Safety Administration, the Illinois State Police, local law enforcement and a Saved by the Belt Award recipient were present.

Table 6: CIOT Earned Media and Community Outreach Activities

Activity	Number
<i>Click It or Ticket</i> Incentive items (pens, static clings, etc)	114,057
Food Stickers Distributed	34,120
Posters Distributed	5,433
Email Announcements	43,944
Incentive Distribution Sites	568
Health Fair Booths / Presentations	46
<i>Click It or Ticket Yard Signs</i> (put out for the first time in 2012)	250
Payroll Stuffers Distributed	29,845
Electronic Billboards	7
Radio Interviews	23
Press Releases sent to Media	475
Outreach Articles posted on the Web	71
Outreach Articles Printed in Local Newspapers	64
Outreach Articles Printed in Company / Agency Newsletters	4

SAFETY BELT SURVEYS

Statewide Observational Safety Belt Surveys

Survey Design

The recent safety belt surveys were statistical (multi-stage random) observational surveys conducted statewide during May and June 2012 on both high volume state highways and low volume local roads and residential streets. The pre-mobilization survey was a mini-survey (50 sites), while the post mobilization survey was statewide (258 sites). The fifty sites for the mini-surveys were selected from the 258 sites used in the annual safety belt usage survey. The survey provided a statistically representative sample of the state as a whole. The survey design was based on the National Highway Traffic Safety Administration's requirements and had four characteristics:

1. The survey was conducted between 7:00 a.m. and 6:30 p.m. when the light was adequate for observation.
2. The survey observations were restricted to front seat occupants (drivers and outboard passengers) of passenger cars (cars, sport utility vehicles, taxis, and vans) and pickup trucks.
3. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.
4. The survey sites included interstate highways, freeways, county roads, state highways, and a random sample of residential streets within selected areas.

During the pre-mobilization survey, there were 35,723 front seat occupants observed at 50 locations. During the post mobilization survey, there were 121,910 front seat occupants observed at 258 locations statewide in this survey. For more information on survey design, refer to the original report entitled "Design of the New Safety Belt Usage Survey in Illinois", Division of Traffic Safety, Illinois Department of Transportation (IDOT), January 1994. (Available at: http://www.dot.il.gov/trafficsafety/appliedsampling_files/frame.htm)

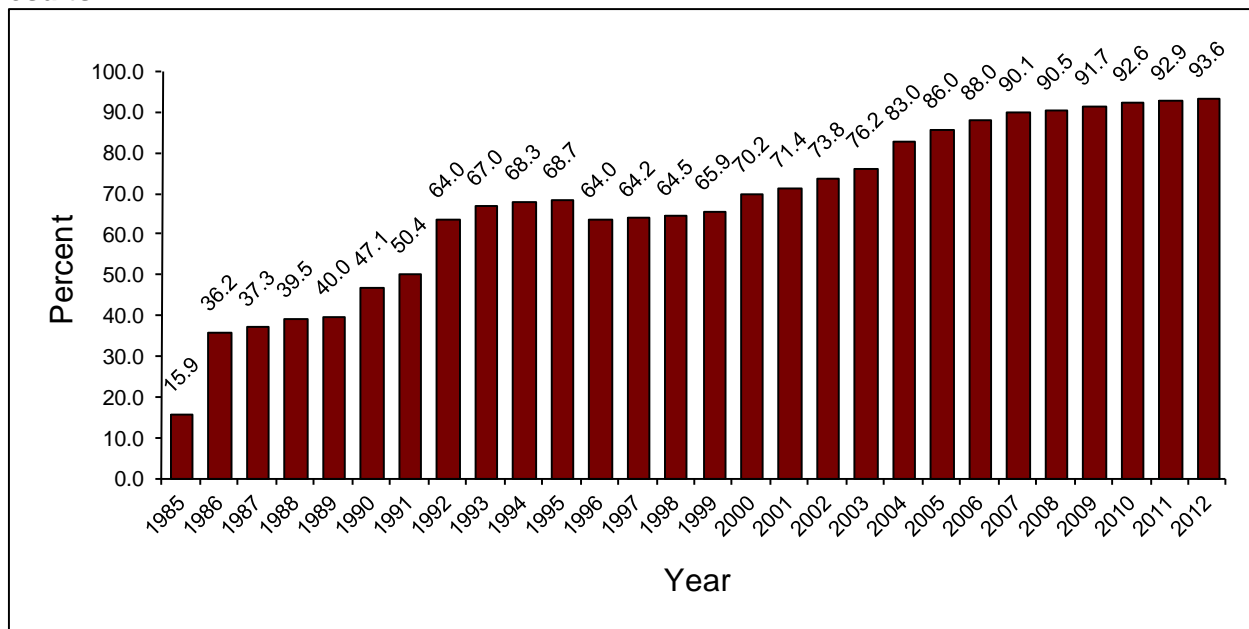
Historical Trends

Currently the state of Illinois has a primary belt law, which became effective on July 3rd, 2003 after the bill was signed into the law. Under the primary belt law in Illinois, police officers can stop vehicles in which occupants fail to buckle up and issue citations.

The first Illinois safety belt law was passed in January 1985 and became effective July 1st, 1985. Originally, the safety belt law specified primary enforcement for front seat occupants of vehicles. Under this law, motor vehicles were required to be equipped with safety belts with the exception of those people frequently leaving their vehicles for deliveries if speed between stops was no more than 15 mph, medical excuses, rural letter carriers, vehicles operating in reverse, and vehicles manufactured before 1965. In 1987, the original law was amended and became effective in January 1988 as a secondary enforcement law until July 3rd, 2003.

Illinois' first safety belt survey was conducted in April 1985, prior to the safety belt law becoming effective on July 1st, 1985. The data from the first survey became a baseline from which to measure the success of Illinois' efforts to educate citizens about the benefits of using safety belts. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the first safety belt law became effective, the observed usage rate increased to 36.2 percent. Since that time, the usage rate has gradually increased, peaking in June 2012 at a level of 93.6 percent. The safety belt usage rate in Illinois has increased more than 77 percentage points since the first survey was conducted in April 1985 (see **Figure 4**). It should be noted that the 1998 through 2012 safety belt surveys include pickup truck drivers and passengers who tend to have significantly lower usage rates than the front seat occupants of passenger cars.

Figure 4: Front Seat Occupant Restraint Usage Rate: Comparison of Historical Survey Results*



*Note: 1998 through 2012 safety belt usage rates include pickup truck drivers and passengers.

Safety Belt Usage Rates Statewide During the 2012 “Click It or Ticket” Campaign

Tables 7, 8 and 9 and Figures 5, 6 and 7 show results of the safety belt survey conducted at 50 sites during May 2012 and 258 sites during June 2011. **Column 1** shows the safety belt usage rate prior to the CIOT mobilization. **Columns 2 and 3** show safety belt usage rates following the CIOT mobilization. It should be noted that the sites from column 2 were extracted from the statewide survey sites in column 3. Columns 4 and 5 show percent differences between pre and post surveys. The categories listed down the left side of the table indicate occupant type (driver/passenger), regions of the state where the survey was conducted, road types, and vehicle types. There were 35,723 front seat occupants observed during the pre-mobilization survey and 121,910 were observed during the post-mobilization survey.

Table 7 and Figure 5 shows the safety belt usage rate for combined passenger cars and pickup trucks. Of the total of 121,910 front seat occupants observed, almost 94 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 91.4 percent during the pre-mobilization to 93.6 percent during the post mobilization. The safety belt usage rate for passengers slightly increased from 92.3 percent during the pre-mobilization to 93.8 percent during the post mobilization. Based on region, the safety belt usage rate increased by 3.2 percentage points in the collar counties from 91.3 percent during the pre-mobilization survey to 94.5 percent during the post mobilization survey. The safety belt usage rate for the downstate counties increased from 93.4 percent to 94.4 percent resulting in an increase in 1.0 percentage points. The safety belt usage rate in city of Chicago increased by 0.6 percentage point. On the other hand, the safety belt usage rate for Cook County, excluding the city of Chicago, resulted in a 1.2 percentage point decrease from 93.4 percent to 92.2 percent. Based on road type, on Interstate highways, the safety belt usage rate increased by 5.1 percentage points. On residential roads, the safety belt usage rate increased by 0.6 percentage point. Finally, on U.S./Illinois Highways the safety belt usage rate increased by only 0.1 percentage point.

Table 8 and Figure 6 presents safety belt use information for drivers and passengers of passenger cars excluding pickup trucks. The safety belt usage rate increased from 92.0 percent to 94.2 percent. The safety belt usage rate for drivers of passenger cars increased from 91.9 percent to 94.2 percent. The safety belt usage rate for passengers increased from 92.8 percent to 94.3 percent. Based on region, the safety belt usage rate in the collar counties increased by 2.9 percentage points. The usage rate for the downstate counties increased by 1.3 percentage points. The safety belt usage rate for the city of Chicago increased by 1.0 percentage point from 88.5

percent to 89.5 percent. The safety belt usage rate for Cook County, excluding the city of Chicago, decreased by 0.8 percentage point from 93.7 percent to 92.9 percent.

Table 9 and **Figure 7** shows safety belt use patterns for pickup truck drivers and passengers. During the pre-mobilization survey, only 85.6 percent were observed wearing their safety belts. During the post mobilization, the safety belt usage rate increased to 89.3 percent resulting in a 3.7 percentage point increase. The safety belt usage rate for drivers increased by 3.6 percentage points from 85.6 percent during the pre-mobilization to 89.2 percent during the post mobilization. The safety belt usage rate for passengers increased by 4.2 percentage points from 85.5 percent during pre-mobilization to 89.7 percent during post mobilization. Based on region, the safety belt usage rate in the collar counties increased by 8.1 percentage points from 82.4 percent during pre-mobilization to 90.5 percent during post mobilization. On the other hand, the safety belt usage rate in the downstate counties, Cook County and the city of Chicago decreased by 0.5 percentage point, 3.5 percentage points, and 6.0 percentage points respectively. Based on road type, the safety belt usage rate increased by 7.8 percentage points on Interstate highways; by 2.2 percentage points on U.S./Illinois Highways; and by 0.4 percentage points on residential roads.

Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 26th-June 11th, 2012) (All Vehicles²)

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)	(4)	(5)
	April 26 th -May 6 th	May 29 th -June 11 th			
	N=35,723	N=40,428	N=121,910		
Total Usage Rate					
Total	91.6%	95.1%	93.6%	3.5%	2.0%
Drivers	91.4%	95.0%	93.6%	3.6%	2.2%
Passengers	92.3%	95.3%	93.8%	3.0%	1.5%
Region					
Chicago	88.4%	90.2%	89.0%	1.8%	0.6%
Cook County	93.4%	93.8%	92.2%	0.4%	-1.2%
Collar County	91.3%	96.5%	94.5%	5.2%	3.2%
Downstate	93.4%	95.4%	94.4%	2.0%	1.0%
Road Type					
Interstate	91.8%	97.7%	96.9%	5.9%	5.1%
US/IL Highways	92.8%	94.0%	92.9%	1.2%	0.1%
Residential	91.1%	92.8%	91.7%	1.7%	0.6%
Vehicle Type					
Passenger Car	92.0%	95.4%	93.8%	3.4%	1.8%
Pickup Truck	85.6%	91.4%	88.7%	5.8%	3.1%

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs and vans) were included in this table.

Table 8: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 26th-June 11th, 2012) (Passenger Cars²)

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)	(4)	(5)
	April 26 th -May 6 th	May 29 th -June 11 th			
	N=33,171	N=36,747	N=110,492		
Total Usage Rate					
Total	92.0%	95.4%	94.2%	3.4%	2.2%
Drivers	91.9%	95.3%	94.2%	3.4%	2.3%
Passengers	92.8%	95.9%	94.3%	3.1%	1.5%
Region					
Chicago	88.5%	90.4%	89.5%	1.9%	1.0%
Cook County	93.7%	94.1%	92.9%	0.4%	-0.8%
Collar County	92.0%	96.9%	94.9%	4.9%	2.9%
Downstate	94.0%	96.0%	95.3%	2.0%	1.3%
Road Type					
Interstate	92.3%	98.0%	97.3%	5.7%	5.0%
US/IL Highways	93.6%	94.6%	93.6%	1.0%	0.0%
Residential	91.4%	93.3%	92.2%	1.9%	0.8%

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Passengers cares include cars, sport utility vehicles, taxicabs and vans

Table 9: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 26th-June 11th, 2012) (Pickup Trucks²)

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)	(4)	(5)
	April 26 th -May 6 th	May 29 th -June 11 th			
	N=2,552	N=3,681	N=11,418		
Total Usage Rate					
Total	85.6%	91.4%	89.3%	5.8%	3.7%
Drivers	85.6%	91.7%	89.2%	6.1%	3.6%
Passengers	85.5%	89.8%	89.7%	4.3%	4.2%
Region					
Chicago	86.4%	85.4%	80.4%	-1.0%	-6.0%
Cook County	88.0%	90.8%	84.5%	2.8%	-3.5%
Collar County	82.4%	92.2%	90.5%	9.8%	8.1%
Downstate	89.9%	91.7%	89.4%	1.8%	-0.5%
Road Type					
Interstate	86.1%	95.1%	93.9%	9.0%	7.8%
US/IL Highways	84.9%	88.1%	87.1%	3.2%	2.2%
Residential	85.5%	87.7%	85.9%	2.2%	0.4%

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Large trucks are excluded.

Figure 5
Overall Safety Belt Usage Rates in Illinois

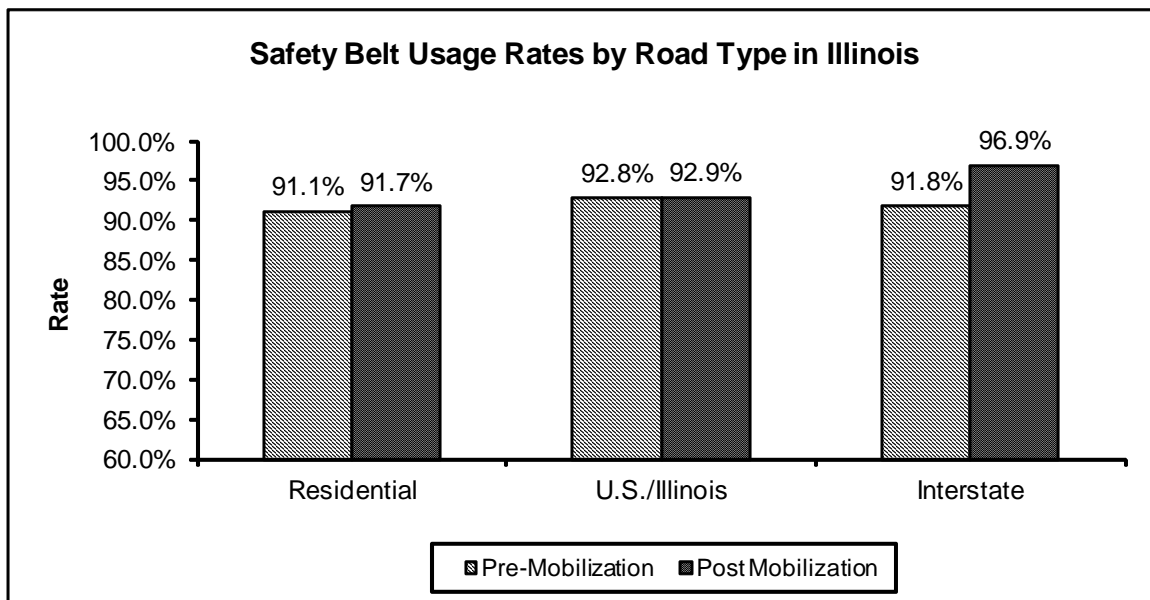
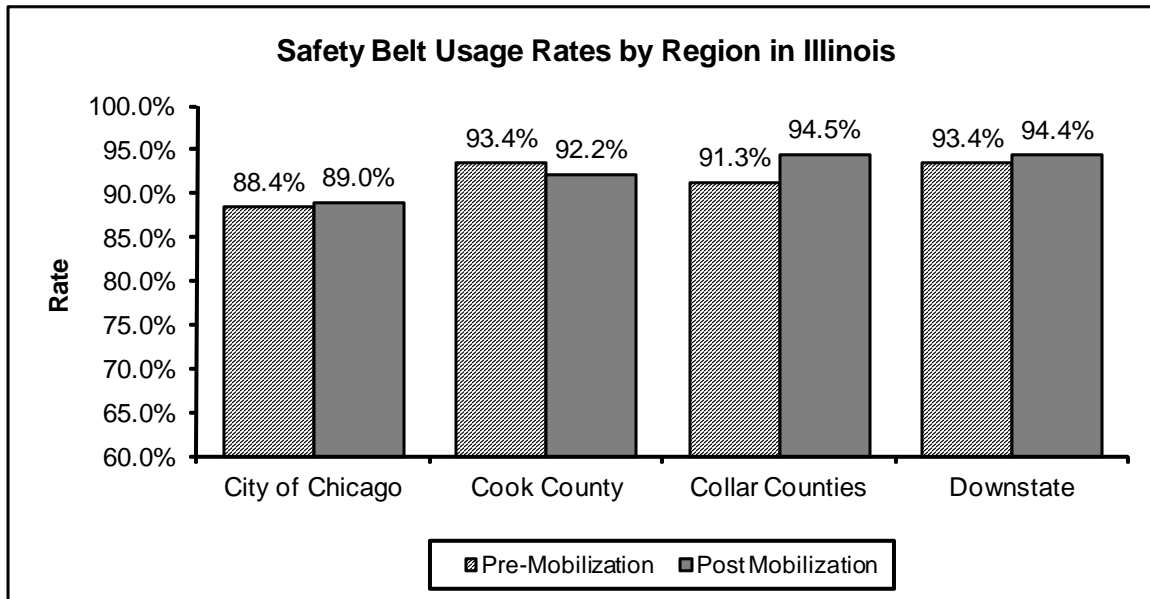


Figure 6
Passenger Car Safety Belt Usage Rates in Illinois

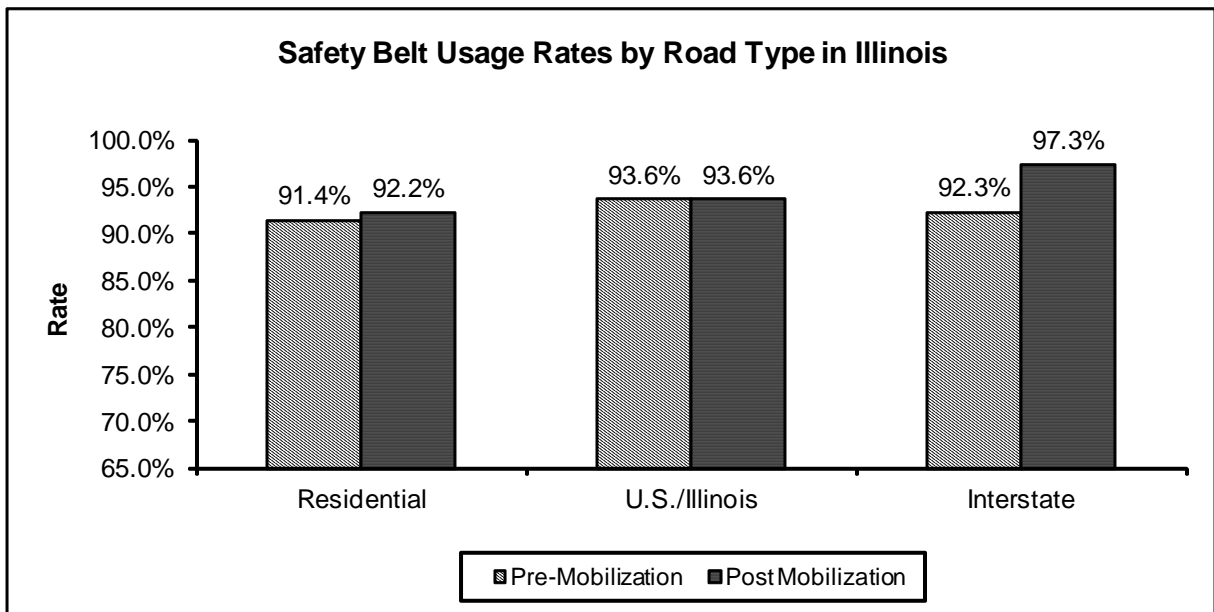
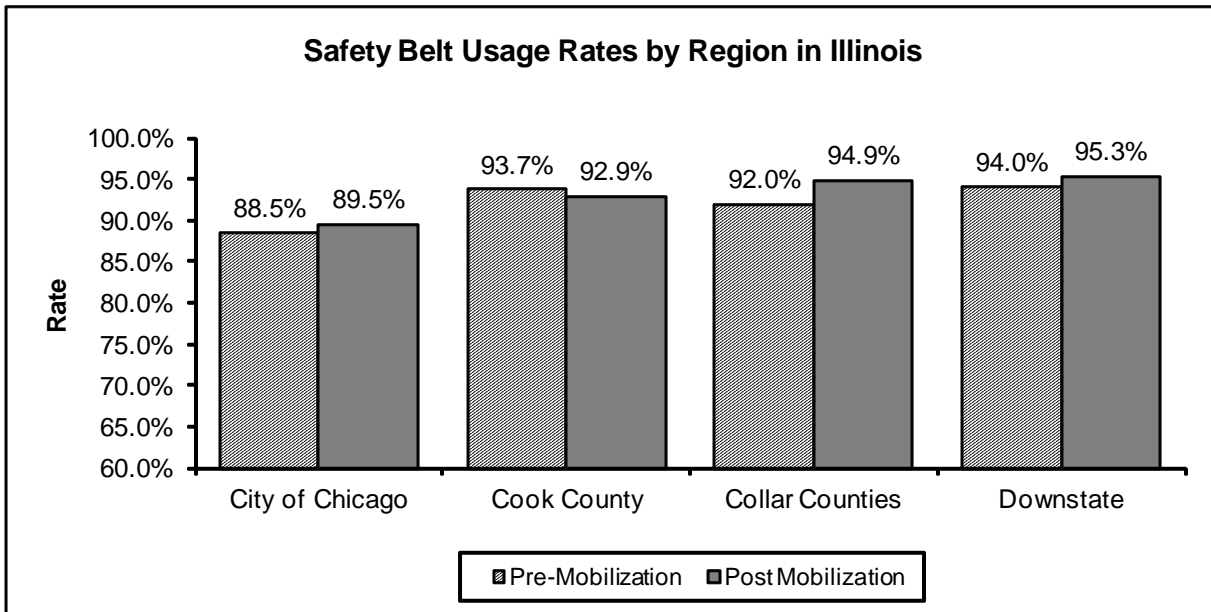
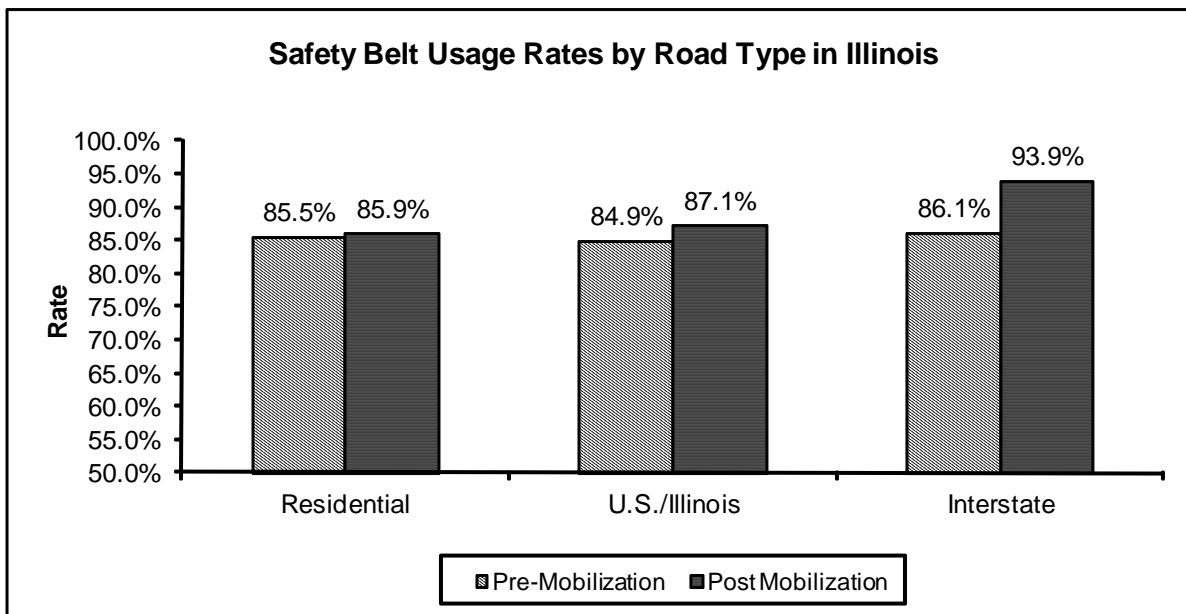
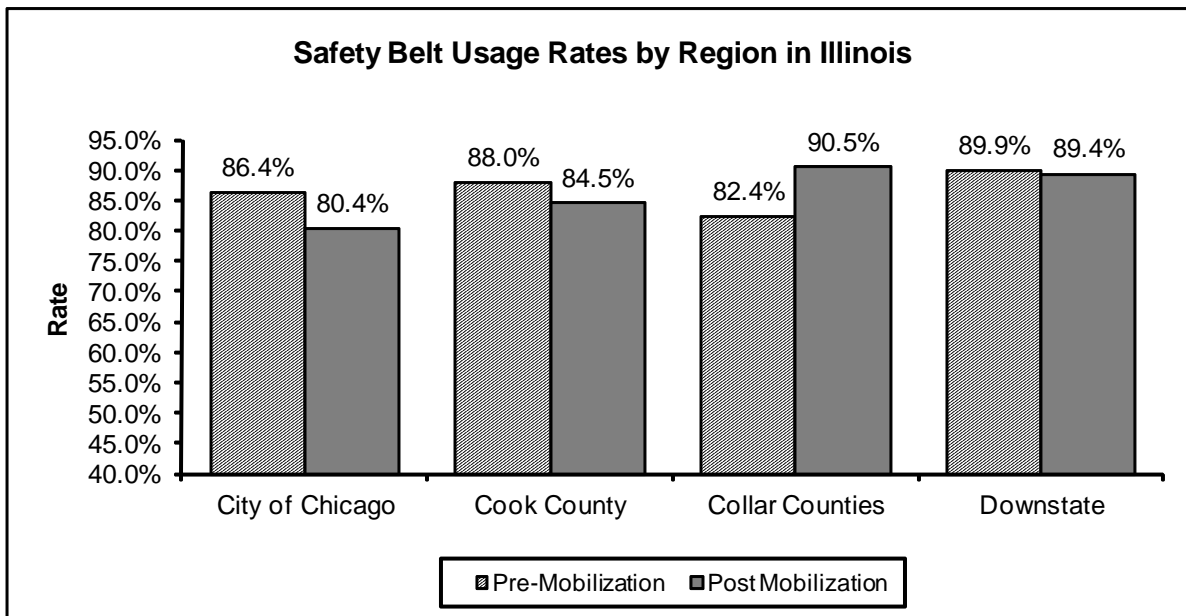


Figure 7
Pickup Truck Safety Belt Usage Rates in Illinois



Rural Observational Safety Belt Surveys

Survey Design

The recent safety belt survey was a statistical (multi-stage random) observational survey conducted within selected rural media markets on both high volume rural and low volume local roads and residential streets. The survey design was similar to the design of the statewide safety belt survey. The following steps were to select our 30 rural sites (later we reduced to 27 sites after we dropped Quincy, Evansville and Terre Haute media markets where three sites were located) to conduct the observational safety surveys:

1. Identified the counties within the selected media markets.
2. Combined all counties in to each media market (excluding Cook County and the Collar Counties).
3. Ranked each county in those media markets by total rural population (highest to lowest).
4. Added rural populations for each selected media market.
5. Computed proportions of each media market's rural population in comparison with the total rural population of the state (excluding Cook County and the Collar Counties) (FORMULA: $\text{selected media market's rural population} / \text{total state rural population}$)
6. Multiplied each proportion by 30 (30 represents the number of sites being conducted for this Rural Observational Survey).
7. Selected counties within each media market (selected 2 highest counties for media markets with 5 or more sites and only selected one (the highest) county for media markets with 3 or less sites), using the proportion to size method.
8. Inventoried all census tracts within the selected counties and randomly selected census tracts using the proportion to size method.
9. Inventoried the census blocks within the selected census tracts and selected a sample of blocks using the proportion to size method.
10. Identified these blocks on maps and determined types of roads within the selected blocks.
11. Selected road segments based on the types of roads (the majority of the IL/state county roads and high volume residential streets with the selected blocked were chosen to be surveyed).

Safety Belt Usage Rates in Rural Areas during the 2012 *Click It or Ticket* Campaign

Table 10 shows safety belt usage rates in rural areas throughout the State of Illinois during the 2012 “Click It or Ticket” campaign. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. Columns 7 through 9 include all information for pickup trucks. The pre-mobilization surveys were conducted from April 26th to May 6th, while the post mobilization surveys were conducted from May 29th to June 11th. The selected characteristics include the total safety belt usage rate, the usage rate based on seating position (driver or passenger), the usage rate based on media market (Champaign, Peoria, Rockford, and St. Louis), and the usage rate based on road type (residential and U.S./IL Highways). There were 6,505 vehicles observed during the pre-mobilization, of which, 4,951 were passenger cars and 1,554 were pickup trucks. During the post mobilization, there were 7,465 total vehicles observed, of which, 5,502 were passenger cars and 1,963 were pickup trucks.

The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 90.1 percent during the pre-mobilization to 92.3 percent during the post mobilization. Based on seating position, the usage rate for drivers increased from 90.5 percent to 93.0 percent resulting in a 2.5 percentage point increase. For passengers, the safety belt usage rate increased from 88.2 percent to 89.9 percent resulting in a 1.7 percentage point increase. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate at 94.7 percent and the Rockford media market had the second highest usage rate at 93.1 percent. The seat belt usage rate in the Peoria media market was 86.7 percent, while the lowest seat belt usage rate was in the Champaign media market at 85.6 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Champaign, and Peoria media markets. The safety belt usage rate increased by 5.5 percentage points in the Champaign media market. The Peoria, St. Louis and Rockford media markets had increases in safety belt use of 1.3 percentage points, 1.0 percentage points, and 0.6 percentage points respectively. On residential roads, there was an increase from 89.4 percent during the pre-mobilization to 91.8 percent during the post mobilization. On U.S. /IL Highways, the safety belt usage rate increased from 90.4 percent during the pre-mobilization to 92.6 percent during the post mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 91.8 percent during the pre-mobilization to 94.3 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt usage rate for pickup trucks increased from 84.6 percent during the pre-mobilization to 86.8 percent during the post-mobilization resulting in a 2.2 percentage point increase. Based on seating position, the safety belt usage rate for drivers increased by 3.2 percentage points, while, for passengers, the safety belt usage rate decreased by 1.8 percentage points. During the pre-mobilization survey, the St. Louis media market had the highest seat belt usage rate at 90.2 percent. The seat belt usage rate in the Rockford media market was 87.2 percent and in the Peoria media market the seat belt usage rate was 80.9 percent. During the pre-mobilization survey, the media market which had the lowest seat belt usage rate was Champaign at 79.3 percent. During the post mobilization, the St. Louis media market had the highest usage rate at 92.1 percent. The Champaign and Rockford media markets had usage rates of 86.5 percent and 86.0 percent respectively. The Peoria media market had the lowest usage rate at 82.1 percent. The safety belt usage rate for pickup truck occupants in the Champaign media market increased by 7.2 percentage points and in the St. Louis media market increased by 1.9 percentage points. The safety belt usage rate in the Peoria media market increased by 1.2 percentage points. On the other hand, the safety belt usage rate decreased by 1.2 percentage points in the Rockford media market. Based on road type, the safety belt usage rate for pickup truck occupants on residential roads increased from 82.2 percent during the pre-mobilization survey to 84.1 percent during the post mobilization survey resulting in a percentage point decrease of 1.9. The seat belt usage rate on U.S. /IL Highways increased from 85.6 percent during the pre-mobilization survey to 88.7 percent during the post mobilization survey resulting in a percentage point increase of 3.1.

**Table 10: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Rural Areas in Illinois
During the 2012 "Click It or Ticket" Rural Campaign**

Selected Characteristics	(All Vehicles ²)			(Passenger Cars ³)			(Pickup Trucks ⁴)		
	Pre- Mobilization Survey 1	Post Mobilization Survey 2	% Change Pre and Post Surveys 3	Pre- Mobilization Survey 4	Post Mobilization Survey 5	% Change Pre and Post Surveys 6	Pre- Mobilization Survey 7	Post Mobilization Survey 8	% Change Pre and Post Surveys 9
	Apr. 26th - May 6th	May 29th - Jun. 11th		Apr. 26th - May 6th	May 29th - Jun. 11th		Apr. 26th - May 6th	May 29th - Jun. 11th	
	N=6,505	N=7,465		N=4,951	N=5,502		N=1,554	N=1,963	
Total Usage Rate	90.1%	92.3%	2.2%	91.8%	94.3%	2.5%	84.6%	86.8%	2.2%
Drivers	90.5%	93.0%	2.5%	92.5%	94.9%	2.4%	84.4%	87.6%	3.2%
Passengers	88.2%	89.9%	1.7%	89.0%	92.0%	3.0%	85.7%	83.9%	-1.8%
Media Market									
Champaign	85.6%	91.1%	5.5%	87.4%	93.0%	5.6%	79.3%	86.5%	7.2%
Peoria	86.7%	88.0%	1.3%	88.7%	90.7%	2.0%	80.9%	82.1%	1.2%
Rockford	93.1%	93.7%	0.6%	94.5%	95.3%	0.8%	87.2%	86.0%	-1.2%
St. Louis	94.7%	95.7%	1.0%	96.5%	97.1%	0.6%	90.2%	92.1%	1.9%
Road Type									
Residential	89.4%	91.8%	2.4%	91.3%	94.7%	3.4%	82.2%	84.1%	1.9%
US/IL Highways	90.4%	92.6%	2.2%	92.0%	94.0%	2.0%	85.6%	88.7%	3.1%

1) The Rural Surveys include 27 sites conducted on local roads and IL/U.S. Highways.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.

3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.

4) Large trucks are excluded from the columns for pickup trucks.

Nighttime Observational Safety Belt Surveys

Survey Design

Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May CIOT campaign on the nighttime safety belt usage rate. Historically, it has been documented in the previous studies (NHTSA, 2007), that the night safety belt usage rate is significantly lower than the daytime usage rate. During the first two weeks of May 2012, observations were made at 15 sites, once during the day between 7 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2012 *CIOT* high-visibility enforcement program. The determination of these 15 observational sites was based on the following criteria:

1. Safety belt enforcement zones were conducted around these sites
2. Sites had adequate light for observation at night.
3. There was a high volume of traffics in these sites
4. The daytime survey was conducted between 7:00AM - 6:30PM when the light was adequate for observation and the nighttime survey was conducted between 9:00PM - 11:00PM
5. The survey observations were restricted to front seat occupants (drivers and passengers) of cars, sport utility vehicles, taxis, vans and pickup trucks.
6. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.

Safety Belt Usage Rates at Nighttime during the 2012 “Click It or Ticket” Campaign

Table 11 shows safety belt survey results for both daytime and nighttime during the pre and post campaign. During the pre campaign survey, there were 10,237 observations during the day and 2,198 observations during the night. After the statewide campaign (media and enforcement), a total of 10,793 occupants were observed during the day and 2,547 occupants were observed during night.

Overall, during the pre and post campaign, the nighttime usage rate was slightly lower than the daytime usage rate (90.0 percent at night versus 92.2 percent at day during pre campaign and 89.9 percent at night versus 92.5 percent at day during post campaign), differences of 2.5 and 2.6 respectively for the pre and post observational surveys.

Based on vehicle type, the safety belt usage rate was lower at night than during the day across passenger cars. The post campaign usage rate difference between daytime and nighttime for passenger cars was slightly smaller than that of the pre-campaign usage rate differences. Unexpectedly, during the pre-mobilization survey, the safety belt usage rate for pickup trucks was higher during the nighttime survey than the daytime survey. This could be attributed to the low number of observations of pickup trucks during the surveys.

The safety belt use figures reported here cannot necessarily be considered descriptive of the entire state of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole state. However, there is similarity of the current findings to a representative daytime and nighttime safety belt use study conducted in other states such as Connecticut and New Mexico, suggesting that the findings may mirror what is taking place in Illinois.

Table 11: Safety Belt Usage Rates Based on Daytime and Nighttime Pre and Post Mobilization Surveys in Illinois During the 2012 *Click It or Ticket* Campaign

Selected Characteristics	Pre-Mobilization Survey	Pre-Mobilization Survey	Post Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Daytime Surveys	% Change Pre and Post Nighttime Surveys
	Daytime	Nighttime	Daytime	Nighttime		
	1	2	3	4		
	Apr. 26th - May 6 th		May 29 th - Jun. 11 th			
	N=10,237	N=2,198	N=10,793	N=2,547		
Total Usage Rate	92.2%	90.0%	92.5%	89.9%	0.3%	-0.1%
Drivers	92.7%	90.3%	92.8%	89.9%	0.1%	-0.4%
Passengers	87.7%	88.3%	90.6%	89.5%	2.9%	1.2%
Vehicle Type						
Passenger Car	92.9%	91.0%	93.3%	91.1%	0.4%	0.1%
Pickup Truck	87.9%	83.0%	87.4%	80.7%	-0.5%	-2.3%

TELEPHONE SURVEYS

**The Illinois Statewide 2012 Memorial Day Weekend
Seat Belt Enforcement and Media Campaign Surveys**

Conducted for



Conducted by



**Survey Research Office
Center for State Policy and Leadership
University of Illinois Springfield**

Summary Report

Field Interviewing: April/May, 2012 and June, 2012
Summary Report and Tables Submitted: August 22, 2012

Written by

Richard Schuldt, Director (during field interviewing), UIS/SRO

with assistance from

Valerie Howell, Interviewing Lab Manager

Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois Springfield to conduct several statewide telephone surveys from April through September, 2012. The first survey was conducted in April and May prior to the Memorial Day weekend (herein called the April survey), and the second was conducted in June and very early July, after the Memorial Day weekend (herein called the June survey). A third survey will be conducted in September, after the Labor Day weekend.

The April survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement and media campaign that took place in a time period surrounding the 2012 Memorial Day weekend. The June survey included a full set of both seat belt and DUI-related questions as will the September survey. The September survey will take place after a DUI enforcement campaign that occurs in a time period surrounding the 2012 Labor Day weekend. Thus, the April survey served as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, with the June survey serving as a “post-test” for this campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.

Our focus for this report is the Memorial Day weekend media and enforcement campaign. Thus, we analyze and compare the results from the April “pre-test” and the June “post-test” surveys.

Methodology

The sampling methodology for the April and June surveys consisted of two components. One was a sample of the statewide general public, stratified by region and screened for licensed drivers. The targeted completion number for this component was 500 respondents in each survey. The other component was a sample of a subset of the “downstate” public, defined here as the “targeted rural sample,” or simply the “rural sample.” Again, we screened for licensed drivers. The targeted completion number for this supplemental component was 200 respondents in each survey.⁷ The sampling methodology for each component was conducted as it had been in the past for these pre/post enforcement/media campaign surveys.

For the statewide sample, the state was first stratified into the Chicago metro area and the remaining Illinois counties, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook

⁷ In 2005 and 2006, the “rural sample” was surveyed in April, May and June. Starting in 2007, the decision was made to supplement the statewide April/May pre-test and June post-test surveys with a supplemental “rural sample.” The results for the “rural” sample/counties (to be explained below) are reported in this report (as has been the case starting in 2007) rather than presented in a separate report, as was the case in 2005 and 2006.

County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of landline telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

For the “targeted rural sample,” the counties defined as “rural” were identified, and a random sample of landline telephone numbers within this aggregate area was purchased. More specifically, “rural Illinois” here includes the counties in the media markets of: Rockford; Rock Island-Moline-Davenport, Ia.; Peoria-Bloomington; Champaign-Springfield; and Metro East (the Illinois counties contiguous to St. Louis, Missouri). In addition to counties in the Chicago metro region, excluded from the surveys are Illinois counties in the following “downstate” media markets: Quincy-Hannibal, Mo.; Terra Haute, In.; Evansville, In.: and Harrisburg-Paducah, Ky.

Actual field interviewing for the April survey was conducted from April 3 through May 22, 2012 with more than 800 licensed drivers (808-851). Field interviewing for the June survey was conducted from June 4 through July 2, with about 800 licensed drivers (783-846).⁸

The numbers of completions for each stratification and sample group are presented below for both the April and June surveys. Respective estimated sampling errors at the 95 percent confidence level are also presented for those samples/geographic areas which are the focus of this report. It should be noted that area-related results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.⁹ If this designated person is not available or does not exist in the household, interviewers ask to speak to the youngest female licensed driver. Replacements were accepted if designated household members were not available. The average (median) length of the completed interviews was 12 minutes for the April survey and 14 minutes for the June survey.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region and gender, and a more representative sample in terms of age category and education level.¹⁰ These statewide weights were also

⁸ There was some attrition during the interviewing. The higher number in each range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

⁹ In surveys through 2008, we asked to speak to the youngest licensed driver 75 percent of the time – and the driver with the next birthday the other quarter. Because we were finding an increasing under-representation of males and young licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver and then asking for the youngest female licensed driver.

¹⁰ The age categories used for weighting purposes are: up to 29 years old, 40s, 50s, 60s, and 70 and older. The statewide proportions for each age category were derived from previous data on the age distribution of Illinois

applied to both the Chicago metro and downstate subgroups. The results for the targeted rural county sample includes respondents from the rural county supplement as well as respondents in the statewide sample from relevant “rural” counties. The results for these “rural county” respondents were weighted by region (north/central vs. southern), gender, age and education so as to insure similarity between the April and June samples.

Respondent Numbers and Sampling Errors

	2012 Seat Belt Pre-Test <u>April</u>	2012 Seat Belt Post-Test <u>June</u>	estimated sampling <u>errors**</u>
<i>TOTAL surveyed</i>	829*	814	
Statewide sample	626	588	+/- 3.9 to 4.1%
Chicago metro area ^a	356	365	+/- 5.1 to 5.2%
<i>City of Chicago</i>	<i>171</i>	<i>166</i>	
<i>Chicago suburban counties</i>	<i>185</i>	<i>198</i>	
Downstate counties ^b	270	223	+/- 6.0 to 6.6%
<i>North/central Illinois</i>	<i>165</i>	<i>132</i>	
<i>Southern Illinois</i>	<i>104</i>	<i>92</i>	
<i>Targeted rural supplement</i>	203	226	
Total “targeted rural counties” ^c	397	394	+/- 4.9 to 5.0%

* These are mid-point numbers between the number who began the interview and the number who completed a full interview.

** Estimated sampling errors at the 95 percent confidence level.

^a The City of Chicago here is over-represented in order to gain a sufficient number of minority respondents, if further analysis here is desired. Generally, the Chicago metro area is roughly divided approximately equally between the City of Chicago, the Cook County suburbs and the “collar county” suburbs.

^b The target for the downstate counties sample was to obtain somewhat more than half of them in north/central Illinois and somewhat less than half from southern Illinois (rural southern and Metro East). This was done so that we could do further analysis by north/central vs. southern Illinois if desired.

^c Includes relevant results (counties) from the “downstate” portion of the statewide sample.

licensed drivers provided by IDOT’s Division of Traffic Safety. This is the seventh year that age has been used in the weighting of the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directs interviewers initially to ask to speak to one of the youngest licensed drivers in the household. It is the fifth year that we have used an education weight. For the June sample, weighting by age and education were adjusted within the Chicago metro area and within the “downstate” portion of the statewide sample when statewide distribution weights were less than optimal. Maximum values are set for the final weights, so the final sample characteristics may depart somewhat from actual population parameters even on some of those characteristics used for weighting. Our goal is to get as close as possible to being representative of the population, and to gain equivalence/similarity between the April and June samples on these characteristics.

Comments on Results and Samples

In the results that follow, we focus on those questions most pertinent to the seat belt campaign activities that surrounding Memorial Day weekend, 2012. At the end of these results, we also report on several speeding-related questions. In these results, we summarize the statewide and regional results, specifically highlighting the results and changes that occurred in and between the April and June surveys (the seat belt initiative “pre-test” and “post-test” surveys).

In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.¹¹

Terminology and general format of the results to follow. Within each section, we first comment on the statewide results and changes. Then we look at the results and changes for: the Chicago metro area; the downstate respondents in the statewide sample; and respondents in the “targeted rural counties.” The latter includes relevant counties from the downstate portion of the statewide survey as well as the supplementary rural sample. Note that the sampling errors for the “targeted rural counties” and for the Chicago metro area are larger than the sampling error for the statewide results. And, the sampling error for the “downstate portion” of the statewide sampling is even larger. (See the previous page.)

The Excel file. The full results are presented in the **IDOT 2012 Memorial Day Seat Belt State 3Regions Tables** file (an Excel file) compiled for the project. Separate worksheets are included for:

- the statewide results
- the regional results for *the metro Chicago area* and *the “downstate” portion of the statewide sample* and for *the “targeted rural counties”*

These worksheets contain results for each of the two surveys and include the percentage point changes from the April to the June surveys. They also include a demographic portrait of the group(s) being analyzed.

Time frame in recall question wording. The time frame in the recall questions in both the April survey and the June survey is that of “the past 30 days.”

Demographic comparisons of the April and June samples. Before reporting the seat belt-related results, it is worth noting that the April and June 2012 statewide samples and targeted rural samples are very similar across a variety of demographic characteristics. Of course, through our weighting scheme, we are assured of similarity between the April and June statewide samples for region, gender, age and education level.¹²

¹¹ When the decimal is .5, we generally round to the even integer. However, we make minor adjustments to this rule when it would create more confusion than clarity.

¹² Because of the combination of weighting factors, we do not reach exact equivalence on each of these weighting characteristics.

Within this context of overall similarity, the biggest differences in the statewide samples here are found for the following characteristics:

- fewer June than April respondents reported being employed full-time (33% vs. 40%), while more June respondents reported being retired (26% vs. 23%)
- more June than April respondents reported living in a suburb (40% vs. 35%)
- fewer June than April respondents reported being white (70% vs. 76%) while more June respondents reported being African-American (16% vs. 12%) and, to a lesser extent, Hispanic (7% vs. 5%)
- more June than April respondents were willing to give their household's annual income (69% vs. 62%)
- more June than April respondents reported having annual household incomes of more than \$60,000 (38% vs. 30% for all respondents; 54% vs. 48% for those giving a household annual income)
- more June than April respondents reported driving fewer than 5,000 miles per year (28% vs. 20%)

With weighting generally conducted at the statewide level ¹³ – and because we present results for the Chicago metro area as well as the downstate portion of the statewide sample, it is worth noting that the April and June samples for these two areas are quite to very similar across a variety of characteristics. However, there are more differences in these two areas, compared to the statewide sample as a whole. This is particularly the case for the downstate portion, which has a smaller sample size. The following summarizes the biggest differences.

For the Chicago metro area:

- more June than April respondents have a high school diploma / GED as their highest level of education (26% vs. 22%)
- more June than April respondents have children at home (42% vs. 35%)
- more June than April respondents report living in a suburb (57% vs. 52%) while fewer of them report living in a medium-sized city (2% vs. 6%)
- fewer June than April respondents report being white (60% vs. 70%) while more of them report being African-American (23% vs. 17%) and Hispanic (11% vs. 6%)
- more June than April respondents were willing to give their household's annual income (68% vs. 61%)
- more June than April respondents report having annual household incomes between \$60,000+ to \$75,000 a year (9% vs. 4% for all respondents; 13% vs. 6% for those giving a household income)
- more June than April respondents drive fewer than 5,000 miles per year (31% vs. 20%) while fewer of them drive 5,000 to 10,000 miles per year (32% vs. 41%)

¹³ However, it should be noted that gender has always been weighted by region in the survey series. And, in the weighting this year, age distributions were also adjusted by the Chicago metro / downstate areas for the June statewide sample. Note that there are limits in the extent to which weighting can produce equivalent samples, both because maximum weights are established and because of the particular relationships between multiple variables in the weighting scheme.

For the downstate portion of the statewide sample:

- fewer June than April respondents are 18 to 30 years old (23% vs. 29%) while more of them are 70 and over (23% vs. 19%)
- fewer June than April respondents have a high school diploma / GED as their highest level of education (36% vs. 41%) while more of them have less education than this (8% vs. 3%)
- more June than April respondents have three or more household members who are 16 years of age or older (18% vs. 11%) while fewer of them have two such household members (43% vs. 50%)
- fewer June than April respondents have children at home (22% vs. 27%)
- more June than April respondents are full-time employees (26% vs. 39%), with more of them not working now (10% vs. 5%), retired (36% vs. 31%) and full-time students (4% vs. 0%)
- more June than April respondents were willing to give their household's annual income (72% vs. 63%)
- more June than April respondents report having annual household incomes between \$60,000+ to \$100,000 a year (20% vs. 12% for all respondents; 29% vs. 19% for those giving a household income)
- fewer June than April respondents reported driving daily (76% vs. 81%)
- more June than April respondents drive a SUV (20% vs. 11%) while fewer of them drive a car (51% vs. 57%)
- fewer June than April respondents drive more than 20,000 miles per year (7% vs. 16%) while more drive 14,000 to 20,000 miles per year (21% vs. 16%) and 5,000 to 10,000 miles per year (37% vs. 33%)
- fewer June than April respondents do not drive on interstates in a typical week (53% vs. 43%)

Because results for "targeted rural counties" are based on the supplemental rural sample as well as relevant counties of the downstate portion of the statewide sample, it is also worth comparing the April and June demographics for the respondents from the "targeted rural counties" (derived from the statewide portion as well as from the supplemental portion). Again, it is not surprising that we find a great deal of similarity across the characteristics by which we weighted. This includes area of state (north/central vs. southern Illinois), gender, age, and education level.

Within this context of overall similarity, we find the biggest differences on the following characteristics:

- more June than April respondents reported being employed full-time (40% vs. 36%)
- fewer June than April respondents reported being white (86% vs. 89%)
- more June than April respondents were willing to give their household's annual income (73% vs. 61%)

- more June than April respondents reported being in households with annual incomes of more than \$60,000 (36% vs. 24% among all respondents; 49% vs. 40% among those giving household income)
- more June than April respondents reported having children at home (30% vs. 26%)
- more June than April respondents reported living in a rural area (28% vs. 24%)
- more June than April respondents reported driving almost daily (85% vs. 80%) while fewer June respondents reported driving a few days a week (11% vs. 16%)
- more June than April respondents reported driving a SUV as the vehicle they drive most often (22% vs. 15%) while fewer June respondents reported driving a van (8% vs. 14%)
- more June than April respondents reported driving 5,000 to 10,000 miles per year (40% vs. 29%)

RESULTS

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the reported statewide incidence for wearing seat belts “all the time” increased slightly, from nearly 91 percent to just over 93 percent (90.8% and 93.4%, respectively). About 4 to 5 percent in both surveys reported wearing a seat belt “most of the time.”¹⁴

In the metro Chicago area, the percent who indicated wearing their seat belt “all the time” decreased just slightly from nearly 95 percent in April to just under 94 percent in June. Another approximate 4 percent in both surveys said they wear one “most of the time.”

In the downstate sample portion, the percent who indicated wearing their seat belt “all the time” increased, from 84 percent in April to 93 percent in June. Those who said they wear one “most of the time” was in the 5 to 6 percentage range in both surveys.

And, in the “targeted rural counties,” the percent who indicated wearing their seat belt “all the time” increased from 88 percent in April to 93 percent in June. The percent who said “most of the time” is very stable at just over 5 percent.

When was the last time you did not wear your seat belt when driving? The statewide percent who indicated that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) increased from 76 percent in April to 82 percent in June. At the same time, the percent who did not know or did not answer decreased by about the same amount, from 10 percent in April to 3 percent in June.

The percent who said “within the last week” is 4 to 5 percent in both surveys, and the total percent who indicated within the past week (including within the last day) is 10 percent in April and 8 percent in June.

In the metro Chicago area, the percent who indicated “more than a year ago” (or said they always wear one) increased from 77 percent in April to 82 percent in June. The percent who either said in the last day or past week is stable at nearly 7 percent. The largest change is found in the proportion who did not know or did not offer an opinion, decreasing from 12 percent in April to just under 4 percent in June.

In the downstate sample portion, the percent who indicated “more than year ago” (or said they always wear a seat belt) increased from 73 percent in April to nearly 84 percent in June. The percent who said either in the last day or in the past week decreased from 15 percent in April to 10 percent in June. Again, the percent who said they did not know or did not answer dropped, here going from 7 percent in April to 2 percent in June.

¹⁴ The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

And, in the “targeted rural counties,” the percent who indicated “more than a year ago” (or said they always wear a seat belt) increased, from 75 percent in April to 80 percent in June. Here, the percent who indicated not wearing a seat belt either in the past day or in the past week was quite stable, at 12 percent in April and 11 percent in June. And again, the percent who said they did not know or did not answer decreased, from just over 7 percent in April to 3 percent in June.

When asked “*why they did not wear a seat belt the last time,*” the most frequent reason given by statewide respondents in both the April and June surveys was that the respondent was driving a short distance (39% of relevant respondents in April; 59% in June). The next most frequent topical category in both surveys is that the respondent forgot / got distracted / was lazy (24% in April; 21% in June). Noteworthy is the fact that 8 percent of the relevant April respondents indicated they do not believe in the law, but this is less than 2 percent of relevant respondents in June.

In each of the three area regions being analyzed, driving a short distance was either the most frequent reason given for not wearing a seat belt, or tied for the most frequent, in both surveys. And, forgetting is second most frequent, or tied for second, in both surveys.

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Here, the statewide April and June results are quite similar. The percent who indicated their use of seat belts has stayed the same is nearly 97 percent in both surveys, and the percent who said their use has increased is about 2 percent in both surveys (1.7% in April; 2.6% in June). Hardly any said their use of seat belts has decreased in both surveys.

In the metro Chicago area, the percent who indicated their use of seat belts had increased itself shows an increase from 1 percent in April to nearly 4 percent in June. Meanwhile, the percent who said their use had stayed the same declined from 98 percent in April to 95 percent in June.

In the downstate sample portion, the percent who indicated their use of seat belts had stayed the same increased from 94 percent in April to virtually everyone in June (99.8%). Small decreases are found for every other response category, with the largest being the decrease in those saying their use had increased (2.8% to 0.2%).

And, in the “targeted rural counties,” the percent who indicated their use of seat belts had stayed the same increased slightly, from just over 95 percent in April to just over 98 percent in June. Small decreases are found for each of the other response categories.

Have you ever received a ticket for not wearing a seat belt? The statewide percent who indicated having ever received a ticket for not wearing a seat belt is about 12 percent in both the April and the June surveys.

In the metro Chicago area, the percent who indicated they have ever received a ticket for not wearing a seat belt increased from nearly 10 percent in April to nearly 14 percent in June.

In the downstate sample portion, the percent who indicated they have ever received a ticket for not wearing a seat belt was nearly 17 percent in April, substantially less than the 9 percent found in June. (It is worth recalling here that the April downstate proportion who said they always wear a seat belt is the lowest found across the surveys and regions, at 84 percent.)

And, in the “targeted rural counties,” the percent who indicated they have ever received a ticket for not wearing a seat belt is about 14 percent in both surveys.

When riding in the front seat of a car as passenger, how often do you wear your seat belt? The reported statewide incidence of wearing a seat belt while a passenger in the front seat of a car is very similar in both surveys. The percent who said they use their front seat passenger seat belts “all of the time” is just under 90 percent in April and just over 90 percent in June (89.6% and 90.8%). And, the percent who said either “all” or “most” of the time is 95 to 96 percent in both surveys (95.8% and 95.2%). The percent who said “some of the time” increased slightly (0.6% to 2.5%) while the percent who said “rarely” or “never” declined slightly (3.2% to 1.3%).

In the metro Chicago area, the percent who indicated wearing a seat belt when riding as a passenger in the front seat “all of the time” declined slightly from April to June (93% to 90%). The percent who said either “all” or “most” of the time decreased from nearly everyone in April (99.2%) to 94 percent in April.

In the downstate sample portion, the percent who indicated they wear a seat belt “all the time” as a passenger in the front seat increased from April to June (84% to 92%). And, the percent who indicated wearing a seat belt either “all” or “most” of the time increased from nine in ten in April (90%) to 97 percent in June.

In the “targeted rural counties,” the percent who indicated they wear a seat belt “all the time” as a passenger in the front seat increased from April to June (88% to 91%), as did the percent who indicated wearing a seat belt either “all” or “most” of the time (93% to 97%).

When riding in the back seat of a car as passenger, how often do you wear your seat belt? The new Illinois law requiring seat belt usage in the back seat of a vehicle, which took effect January 1, 2012, prompted the inclusion of this question (as well as the question about awareness of this law).

For the statewide results, the percent who indicated they don’t sit in the back seat declined a bit from the April to the June survey (13.5% to 10.6%). *Excluding these respondents*, the percent who reported wearing a seat belt while a passenger in the back seat of a car declined for those who indicated doing so “all of the time” (68% in April to 61% in June), as well as for those who indicated so either “all” or “most” of the time (81% in April to 72% in June).

In the metro Chicago area, the percent who indicated they don’t sit in the back seat declined from 12 percent in April to just under 7 percent in June. *Excluding these respondents*, the percent who reported wearing a seat belt in the back seat declined for those who indicated doing so “all of the time” (71% to 57%) as well as for those who indicated doing so either “all”

or “most” of the time (86% to 67%). The reported incidence of doing so either “rarely” or “never” increased from 8 percent in April to 22 percent in June.

In the downstate sample portion, the percent who indicated they don’t sit in the back seat is 16 to 17 percent in both surveys. *Excluding these respondents*, the percent who reported wearing a seat belt “all the time” when riding in the back seat increased from 62 percent in April to 67 percent in June. And, the percent who indicated wearing a seat belt either “all” or “most” of the time increased even more (73% to 81%). The reported incidence of doing so either “rarely” or “never” decreased from 21 percent in April to 9 percent in June.

In the “targeted rural counties,” about 14 percent in both surveys indicated they don’t sit in the back seat. *Excluding these respondents*, the percent who indicated they wear a seat belt “all the time” in the back seat increased modestly from April to June (63% to 67%), as did the percent who indicated wearing a seat belt either “all” or “most” of the time (74% to 79%). The reported incidence of doing so either “rarely” or “never” decreased from 16 percent in April to 12 percent in June.

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? Nearly all of the statewide respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (98.2% in both surveys).

By region. Awareness of this law is near-universal, basically at just below 97 percent or more in both the April and June surveys for each of the three regions.

As far as you know, does Illinois have a law requiring adults riding in the back seat to use seat belts? About seven in ten of the statewide respondents in both surveys indicated being aware that Illinois has a law requiring adults riding in the back seat to wear seat belts (70.4% in April and 69% in June) while about 12 percent in both surveys said Illinois does not have such a law. Another 17 to 19 percent in both surveys either said they said they did not know or did not answer (17.5% in April; 19.4% in June).

By region. For the Chicago metro region, awareness of this law decreased from just over 70 percent (71%) in April to 65 percent in June. For the downstate region, an increase in awareness from 70 percent to nearly 76 percent is found. And, for the targeted rural area, awareness is more stable, increasing only from 73 percent in April to nearly 75 percent in June.

Primary enforcement: awareness and opinions. According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle? Eighty-six percent (86%) of the statewide April respondents indicated that police can stop a vehicle just for a seat belt violation, somewhat greater than the 82 percent who expressed awareness in the June survey. At the same time, the percent who did not know or did not answer increased somewhat, from just over 7 percent in April to just over 11 percent in June. Just over 6 percent in both surveys said that police cannot do this.

In the metro Chicago area, the percent who indicated being aware of primary enforcement is very similar, declining only from nearly 85 percent in April to over 83 percent in June.

In the downstate sample portion, the percent who indicated being aware of primary enforcement declined from 88 percent in April to just under 80 percent in June.

And, in the “targeted rural counties,” the percentage who indicated being aware of primary enforcement shows a small decline, from 84 percent in April to just under 81 percent in June.

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The statewide percent who believe police should be allowed to stop a vehicle for seat violations without another traffic law violation is slightly to somewhat more than 70 percent in both surveys (72.6% in April; 71.4% in June).

In the metro Chicago area, support for primary enforcement is about 76 percent in both the April and June surveys.

In the downstate sample portion, there was a decrease in support for primary enforcement, from 67 percent in April to 63 percent in June.

And, in the “targeted rural counties,” the percent who believe police should have primary enforcement powers is stable, at 68 percent in both surveys.

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? More than nine in ten statewide respondents in both surveys indicated that they believe it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats (just over 93% in both surveys).

In the metro Chicago area, this percentage is about 93 percent in both surveys. In the downstate sample portion, this percentage is about 94 percent in both surveys. And, in the “targeted rural counties,” this percentage is in the 93 to 94 percent range.

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agree or disagree with six selected statements relating to seat belts. Three of these statements listed are opinions about wearing seat belts.

Agree/disagree: Seat belts are just as likely to harm you as help you. The statewide percent who disagree (to any extent) with this statement declined from nearly two-thirds in April (66%) to less than 60 percent in June (58%). Most of this decline occurred among those who strongly disagree (49% in April to 42% in June).

In the metro Chicago area, the total disagree percentage declined, from 72 percent in April to 61 percent in June. The percent who strongly disagree also declined, from 52 percent in April to 45 percent in June.

In the downstate sample portion, the total percent who disagree declined from 56 percent in April to 51 percent in June. The percent who strongly disagree shows an even greater decline, from just over 43 percent in April to just under 36 percent in June.

In the “rural counties,” the total percent who disagree increased a bit, from 58 percent in April to nearly 63 percent in June. This is all a function of the increase in the percentage who “somewhat disagree” (15% to nearly 22%). The percent who “strongly disagree” actually decreased slightly (43% to 41%).

Agree/disagree: If you were in an accident, you would want to have your seat belt on. Statewide, nearly nine in ten in both surveys “strongly agree” that they would want to have their seat belt on if they were in an accident (88% in both). And in both surveys, about 96 percent of the statewide respondents express some degree of agreement with this.

In the metro Chicago area, the proportion who “strongly agree” with the statement is about 90 percent in both surveys (90.6% in April; 89.2% in June). About 96 percent express agreement in both surveys.

In the downstate sample portion, the proportion who “strongly agree” is just under 84 percent in April and just under 86 percent in June. And, the total percent who agree to any extent is in the 95 to 96 percent range.

And, in the “targeted rural counties,” the proportion who “strongly agree” is 86 percent in both surveys. The total proportion who agree is in the 94 to 96 percent range for both surveys.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. The percent of statewide respondents who “strongly disagree” with this statement is about 70 percent in both surveys (69.7% in April; 70.6% in June). Meanwhile, the percent who disagree at all (either strongly or somewhat) increased a bit, from 83 percent in April to 86 percent in June. The proportion who “strongly agree” declined from nearly 8 percent in April to just under 4 percent in June.

In the metro Chicago area, the percent who “strongly disagree” is 71 to 72 percent in both surveys. The total percent who disagree is in the 84 to 86 percent range for both surveys.

In the downstate sample portion, the percent who “strongly disagree” is 68 percent in both surveys. However, with an increase in those who “somewhat agree,” the total percent who disagree increased from just over 80 percent in April to 87 percent in June.

In the “rural counties,” the percent who “strongly disagree” is nearly 73 percent in both surveys. Total agreement increased slightly, from 85 percent in April to 88 percent in June.

Perceptions of and attitudes toward seat belt law enforcement

Perceptions of seat belt law enforcement. Several questions in the interview solicited respondents' perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? Statewide, the percent who indicated that getting a ticket would be "very likely" is about 43 percent in both surveys (42.5% in April, 43% in June); and the percent who indicated either "very" or "somewhat" likely is nearly 70 percent in both surveys (69.5% in April; 69.3% in June). The total percent who indicated either "very unlikely" or "somewhat unlikely" is just under one-quarter in both surveys (24.7% in April; 24.1% in June).

In the metro Chicago area, the percent who said "very likely" decreased slightly, from 42 percent in April to just under 40 percent in June. And, the percent who said either "very" or "somewhat" likely also decreased, from just over 70 percent in April to just under 67 percent in June.

In the downstate sample portion, the biggest change is seen in the percent who said this likelihood is "very likely," increasing from 43 percent in April to 49 percent in June. Combined with the quarter who said "somewhat likely" in both surveys, we find that the total percent who said either "very" or "somewhat" likely increased from 68 percent in April to 74 percent in June.

And, in the "targeted rural counties," the percentage who said "very likely" increased only slightly, from just under 46 percent in April to nearly 48 percent in June. And, the total percent who said either "very" or "somewhat" likely also increased only slightly, from just over 72 percent in April to 75 percent in June.

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Statewide, the percent who strongly disagree with this statement increased a bit, from 28 percent in April to 31 percent in June. And, the total percent who disagree to any extent also increased a bit, from 44 percent in April to 48 percent in June. Meanwhile, the total percent who agree to any extent was very stable at 23 to 24 percent. The proportion who said they don't know or did not answer declined from just over 32 percent in April to just under 28 percent in June.

In the metro Chicago area, the percent who disagree to any extent with this increased only from 44 percent in April to 46 percent in June, and the percent who "strongly" disagree also increased only slightly, from 28 to 30 percent. The percent who agree to any extent also increased just slightly, from 24 to 26 percent. Meanwhile, the percent who don't know or did not answer declined a bit, from nearly 32 percent in April to nearly 28 percent in June.

In the downstate sample portion, the proportion who disagree to any extent increased from 44 percent in April to 52 percent in June. An increase is also found for those who "strongly" disagree, increasing from 28 to 34 percent. The percent who agree to any extent

declined only slightly, from 22 percent in April to 20 percent in June. The percent who did not know or did not answer shows a greater decline, from 34 percent in April to 28 percent in June.

In the “targeted rural counties,” the proportion of respondents who disagree to any extent with this statement increased from 44 percent in April to 53 percent in June, with increases found both among those who “strongly” disagree (31% to 36%) and “somewhat” disagree (13% to 17%). Meanwhile, the percent who agree to any extent declined, from 23 percent in April to just under 18 percent in June. The percent who don’t know or did not answer also declined, from 33 percent in April to just under 30 percent in June.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, the total proportion who agree to any extent with this statement is quite similar and just under 30 percent in both surveys, increasing only by about 1 percentage point (28.4% to 29.7%). Those who “strongly” agree is 16 to 17 percent in both surveys. The level of total disagreement is also quite similar in both surveys, increasing by less than 2 percentage points (14.5% to 16.1%). Those who did not express an opinion decreased slightly (57% to 54%).

In the metro Chicago area, the percent who agree to any extent is stable at about 29 percent in both surveys, and about 14 to 15 percent “strongly” agree in both surveys. At the same time, a very small increase is found in the percent who disagree to any extent (16% to 18%). The percent who don’t know or did not answer declined only slightly, from nearly 55 percent in April to 53 percent in June.

In the downstate sample portion, the total percent who agree increased a bit, from 27 percent in April to nearly 32 percent in June, with an increase also found for those who “strongly” agree (18% to 22%). The total percent who disagree to any extent is stable at 12 percent. And, a decrease is found for those who don’t know or did not answer (61% in April to 56% in June).

In the “targeted rural counties,” the total percent who agree shows a small increase, from 33 percent in April to 36 percent in June, as does the percent who “strongly” agree (19% to 23%). The total percent who disagree to any extent is stable at 12 percent. And, a small decline is found for the percent who don’t know or did not answer (55% in April to 52% in June).

Attitudes about the importance of seat belt enforcement. Two questions in the interview solicited respondents’ attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure questions had been asked.

Agree/disagree: It is important for police to enforce the seat belt laws. Statewide, about two-thirds in both surveys expressed “strong” agreement with this statement (68% and 67%). Total agreement is 87 percent in April and 90 percent in June. Just over one in ten expressed disagreement in April (10.7%) while less than one in ten did so in June (8.4%).

In the metro Chicago area, strong agreement with the statement decreased slightly, from 70 percent in April to 67 percent in June. But with a small increase in the percent who “somewhat agree,” the total agreement percentage is stable at about 90 percent in both surveys. Total disagreement increased only slightly, from nearly 8 percent in April to just over 9 percent in June.

In the downstate sample portion, the percent who “strongly” agree increased only slightly from 64 percent in April to 66 percent in June, but the total percent who agree to any extent increased by 10 percentage points, from 82 percent in April to 92 percent in June. The percent who disagree to any extent shows a decline of about the same magnitude, from 16 percent in April to 7 percent in June.

In the “targeted rural counties,” the percent who expressed strong agreement declined just slightly, from two-thirds in April (68%) to 65 percent in June. With a small increase in those who “somewhat agree,” the total percent who agree to any extent is stable at about 85 percent in both surveys. About 12 to 13 percent in both surveys disagree, with about 8 percent in both surveys “strongly” disagreeing.

Thinking about everything that you’ve heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? It should be noted that this question came near the end of the set of interview questions that related to seat belts.

For the statewide results, the percent who said it is “very important” increased just a bit, from 59 percent in April to nearly 62 percent in both surveys. Those who said either “very important” or “fairly important” is about the same in both surveys, at just over three-quarters (77% and 78%). Those who said it is “somewhat important” increased slightly (11.5% to 13.7%), while those who said it is “not that important” decreased from just over 9 percent in April to just under 6 percent in June.

In the metro Chicago area, the percent who said “very important” is stable at 61 percent from April to June, as is the percent who said either “very” or “fairly” important, about 79 percent in both surveys. Across response categories, the largest change is found for those who said “somewhat” important, increasing from 12 percent in April to nearly 16 percent in June. About 5 to 6 percent said “not that important” in the surveys.

In the downstate sample portion, the percent who said “very important” increased, from 55 percent in April to 63 percent in June. With a small decrease in those who said “fairly” important (18% to 15%), the total percent who said either “very” or “fairly” important increased from 73 percent in April to 78 percent in June. The percent who said “somewhat” important is stable (10% in both surveys). And, the percent who said “not that important” was nearly cut in half, from just over 14 percent in April to just under 8 percent in June.

In the “targeted rural counties,” the percent who said “very important” increased, from 58 percent in April to nearly 64 percent in June. But, with an accompanying decrease in those who said “fairly” important (18% to 12%), we find that the percent who said either “very” or “fairly” important is stable at about 76 percent in both surveys. Those who said “somewhat important” is also quite stable (11-12%), as is the percent who said “not that important,” which declined only slightly from 11 percent in April to 9 percent in June.

Exposure to seat belt awareness and enforcement activities in past thirty days

Awareness of special police efforts to ticket for seat belt violations. The statewide percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” increased by nearly 8 percent points, going from just over 17 percent in the April survey to one-quarter (24.9%) in the June survey.

In the metro Chicago area, the percent who indicated seeing/hearing special efforts increased by nearly 10 percentage points, from 15 percent in April to nearly 25 percent in June.

In the downstate sample portion, this percent increased from 21 percent in April to 25 percent in June.

And, in the “targeted rural counties,” this percent increased by nearly 9 percentage points, from 19 percent in April to 28 percent in June.

Of those June respondents who indicated having seen or heard of these special efforts, more statewide respondents reported being exposed to them through television (45%) than through newspapers (28%) or radio (26%). About one in five (20%) expressed being exposed through friends and relatives.¹⁵

Those exposed through radio were somewhat more likely to be exposed through commercials than through news stories (65% vs. 47%). The reverse is true for those exposed through newspapers (61% for news stories and 33% for commercials). For those exposed through television, exposure through commercials and news stories is about the same (55-56% for both).

For these June metro Chicago respondents who have seen/heard, exposure through television (37%) is higher than that through radio (27%), which in turn is higher than through newspapers (22%). Exposure through friends/relatives is at 24 percent.

For these June respondents in the downstate sample who have seen/heard, exposure through television (58%) is higher than that through newspapers (39%) or radio (25%). Exposure through friends/relatives is at 14 percent.

For these June respondents in “targeted rural counties,” who have seen/heard, exposure through television (54%) is higher than through newspapers (34%) or radio (30%). Exposure through friends/relatives is at 22 percent.

In these rural counties, those exposed through radio are more likely to report being exposed through commercials than through news stories (69% vs. 40%). For newspapers and television, exposure through news stories is more prevalent than through commercials (65% vs. 28% for newspapers; 64% vs. 44% for television).

[The numbers of relevant respondents are generally too few in the Chicago metro area and among the downstate respondents to make meaningful comparisons here. However, it should be noted that Chicago metro respondents exposed through television are more likely to

¹⁵ We focus here on the June respondents since this was the seat belt “post-test” survey.

report exposure through commercials than through news stories (73% vs. 38%) while the reverse is true for downstate respondents exposed through television (75% through news stories vs. 36% for advertisements.)]

Awareness of police working at night to enforce seat belt laws. The statewide percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about police in your community working at night to enforce the seat belt laws*” is about 12 to 13 percent in both surveys (11.9% in April; 13.1% in June).

In the metro Chicago area, the percent who indicated seeing/hearing anything here is very stable at about 13 to 14 percent in both surveys.

In the downstate sample portion, this percent increased only slightly, from 10 percent in April to 12 percent in June.

And, in the “targeted rural counties,” this percent increased from 9 percent in April to 15 percent in June.

Awareness of roadside safety checks. The statewide percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” increased by about 14 percentage points, from just over one in five (21.5%) in April to more than one-third in June (36%).¹⁶

In the metro Chicago area, the percent who indicated seeing/hearing anything about setting up safety checks increased by nearly 16 percentage points, going from just over 20 percent in April to 36 percent in June.

In the downstate sample portion, this percent increased by just over 12 percentage points, going from 23 percent in April to nearly 36 percent in June.

And, in the “targeted rural counties,” this percent increased by just over 16 percentage points, going from 22 percent in April to nearly 39 percent in June.

Of those June respondents who indicated being aware of roadside safety checks, statewide respondents show fairly balanced awareness through television (33%), friends and relatives (28%), newspapers (25%), and radio (20%).

For both television and newspapers, those who were exposed through news stories surpassed those exposed through advertisements (74% vs. 36% for television; 79% vs. 28% for newspapers). For those exposed through radio, exposure through news stories and commercials is more similar (59% for news stories, 51% for advertisements).

For these June metro Chicago respondents who were aware of roadside safety checks, exposure through television (34%) is most frequent followed by exposure through friends/relatives (29%). Exposure through newspapers (19%) and radio (17%) follow.

¹⁶ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

For these June respondents in the downstate sample who are aware of these checks, exposure through newspapers (35%) and through television (32%) lead followed quite closely by exposure through friends/ relatives (25%) and radio (24%).

And for these June respondents in “targeted rural counties” who are aware of these checks, exposure is most frequent through television (30%) and newspapers (30%). These are followed closely by exposure through friends/relatives (25%) and then radio (23%).

For those exposed through the three mass media sources in these rural counties, exposure through news stories is more prevalent than through commercials for each of these sources. The prevalence of news stories over commercials is particularly apparent for both television (85% vs. 16%) and newspapers (73% vs. 20%), but also exists for radio (59% vs. 30%).

(While caution should be exercised because of the small number of respondents, the prevalence of news stories over commercials here is also the case for relevant respondents in the downstate sample. In the Chicago metro area, the same pattern is found for television and newspapers but not radio where the news story/advertisement percentages are close.)

Of those who had seen or heard anything about roadside safety checks, the statewide percent who indicated they had **personally seen such checks** is just over half for April (53%) and virtually half for April (49.6%). [It should be noted that a decline from April to June, in some sense, would not be surprising here because the June post-test results come from a somewhat broader awareness base. However, we find only a slight decline here.]

For these respondents who had seen/heard about checks in the metro Chicago area, the percent who indicated personally seeing these checks decreased from 64 to 57 percent.

For these respondents who had seen/heard about checks in the downstate sample portion, the percent who indicated personally seeing these checks is quite stable, about 36 percent in both surveys (36.8% in April; 35.7% in June).

And, for these respondents who had seen/heard about checks in the “rural counties,” the percent who indicated personally seeing these checks is also quite stable, declining only slightly from nearly 44 percent in April to just over 42 percent in June.

When the reports of actually seeing a roadside check are based on all sample members (and not just those who are aware of such), we find that the statewide percent who have seen a roadside safety check increased from just over 11 percent in April to nearly 18 percent in June (11.4% to 17.8%).

Based on all sample members, increases are found in all regions for the percent who have seen a roadside safety check. This increase is from 13 percent in April to 21 percent in June for the Chicago metro area; 8 percent to 13 percent for the downstate sample portion; and 10 percent to 16 percent for the “targeted rural counties.”

When those who had personally seen a roadside check were asked **whether they have “personally been through a roadside check in the past thirty days, either as a driver or as a passenger,”** the statewide results show a small decrease from 58 percent in the April survey to 54 percent in the June survey.

In terms of total sample members, this actually translates into an increase in the statewide percent who said they had personally been through a roadside check, from just 6 percent in April to nearly 9 percent in June (8.9%).

By region – and again in terms of total sample members, the proportion who reported personally going through a road-side safety check in the April and June surveys: increases from just over 8 percent to nearly 12 percent in the Chicago metro region; increases only slightly from 3 percent to just over 4 percent for downstate respondents; and increases from just over 4 percent to nearly 7 percent for the “targeted rural counties.”

Awareness of messages to encourage people to wear seat belts. The statewide percent who indicated that, “*in the past thirty days*,” they had “*seen or heard any messages that encourage people to wear their seat belts*” increased from 51 percent in the April pre-test survey to 62 percent in the June post-test survey, an increase of nearly 11 percentage points.

In the Chicago metro region, the percent who indicating hearing/seeing these messages increased by over 11 percentage points, from 52 percent in April to 64 percent in June.

In the downstate sample, the percent who had seen/heard these messages increased by over 9 percentage points, from nearly 50 percent in April to 59 percent in June.

And, in the “targeted rural counties,” this percent increased by almost 11 percentage points, from nearly 51 percent in April to nearly 62 percent in June.

Of those June respondents who had seen or heard such messages, far more statewide respondents indicated exposure through television (67%) than radio (38%). And fewer indicated exposure through newspapers (19%) and friends/relatives (17%). However, reported exposure was greatest through billboards / road signs (74%).¹⁷

For those statewide respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (82% vs. 26% for television; 82% vs. 22% for radio). For newspapers, exposure through news stories is more prevalent than through advertisements (61% for news stories vs. 46% for advertisements).

For these June metro Chicago respondents who had seen/heard these messages, exposure through billboards/road signs (71%) is somewhat greater than exposure through television (66%). Distantly following is exposure through the radio (41%) and then, far back, exposure through newspapers (17%) and through friends/relatives (15%).

For these June respondents in the downstate sample who had seen/heard these messages, exposure through billboards/road signs (78%) is somewhat greater than exposure through television (71%). Distantly following is exposure through radio (33%) -- and then through newspapers (24%) and through friends/relatives (20%).

For these June respondents in “rural counties” who had seen/heard these messages, exposure through billboards/road signs (75%) is somewhat more than exposure through

¹⁷ In contrast to some of the earlier surveys, the 2012 April and June surveys explicitly asked about exposure through billboards / road signs because this source had, by far, been the most frequently-mentioned “other” source in this question.

television (70%). Distantly following is exposure through the radio (34%), then through newspapers (17%) and through friends/relatives (15%).

In each of the three regions analyzed, as in the state as a whole, those who indicated exposure through television and radio were far more likely to say they had been exposed to these messages through advertisements than through news stories. Those who indicated exposure through newspapers were somewhat more likely to say they had been exposed through news stories than through advertisements.

Those who had seen or heard messages encouraging people to wear seat belts were asked **whether “the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.”** The statewide percent of *these respondents* choosing “more than usual” increased from 11 percent in April to 24 percent in June, and increase of 13 percent points.

The metro Chicago percent of these respondents choosing “more than usual” more than tripled increased by 14 percentage points, going from 10 percent in April to nearly 25 percent in June.

The percent of these respondents in the downstate sample choosing “more than usual” increased by 10 percentage points, going from 12 percent in April to just over 22 percent in June.

And, the percent of these respondents in “targeted rural counties” choosing “more than usual” increased only slightly, going from just over 16 percent in April to just over 19 percent in June.

Awareness of other activities that encouraged people to wear seat belts. The statewide percent who indicated that, “*in the past thirty days,*” they had seen or heard other activities that encouraged people to wear their seat belts borders is 6 to 7 percent in both surveys. For all regions and for both surveys, the percent mentioning an “other” type is less than one in ten.

Awareness of selected traffic safety slogans

The statewide June results and April-to-June 2012 trends. Respondents were asked about whether they recalled hearing or seeing sixteen selected traffic safety “slogans” in the past 30 days, presented in a random order. Two relate to seat belts, with one being the current campaign slogan of “Click It or Ticket.”

We first list the statewide June seat belt “post-test” awareness levels for these slogans in Table Slogans-1, presented in order of awareness. As seen in this table, the current seat belt campaign slogan, “Click It or Ticket,” was the slogan with the highest awareness level, with 91 percent expressing awareness. The other seat belt slogan, “Buckle Up America,” was seventh in awareness, with 41 percent expressing awareness.

It should be noted that a recent DUI-related slogan used in Illinois, “You drink and drive. You lose,” is second in awareness, at just over three-quarters (76%). And in third is a slogan which has not recently been actively used in Illinois media campaigns but has consistently recorded high awareness levels, “Friends don’t let friends drive drunk” (72%).

Another three slogans have awareness levels of around one-half: “Start seeing motorcycles,” a slogan currently in use (52%); “Drive smart. Drive Sober” (50%); and “Police in Illinois arrest drunk drivers” (46%).

Table Slogans-1. Awareness Levels in June 2012

Order	Slogan	June level
1	Click It or Ticket	91.4%
2	Friends don’t let friends drive drunk	76.3%
3	You drink and drive. You lose.	72.5%
4	Start seeing motorcycles	52.3%
5	Drive smart. Drive sober.	50.3%
6	Police in Illinois arrest drunk drivers	45.9%
7	Buckle Up America	40.6%
8	Drive sober or get pulled over	35.9%
9	Drunk Driving. Over the Limit. Under Arrest	31.0%
10	Cells phones save lives. Pull over and report a drunken driver	30.7%
11	Drink and drive? Police in Illinois have your number	22.8%
12	Children in back	19.6%
13	Wanna drink and drive, police in Illinois will show you the bars ...	18.7%
14	Rest Area = Text Area	14.2%
15	55 still the law for trucks in Chicago area	12.5%
16	CSA 2010: Get the Facts, Know the Law – What’s your Score?	6.8%

We next list the slogans in order of the statewide April-to-June awareness percentage point changes in Table Slogans-2. It should first be pointed out that, with one exception, the increases/decreases in awareness from April to June are all within about 3 percentage points. So, there is a great deal of similarity in awareness of these slogans in the two surveys.

In this table, we see that three slogans have increases of about 3 percentage points: “You Drink and Drive. You Lose,” a recently-used DUI campaign slogan (69.3% to 72.5%); the current “Click It or Ticket” slogan (88.4% to 91.4%); and “Friends Don’t Let Friends Drive Drunk,” a slogan which has consistently been among those with high awareness (73.4% to 76.3%).

Another three slogans have increases of about 2 percentage points: “Drive sober or get pulled over,” the most current DUI campaign slogan (33.5% to 35.9%); “Start seeing motorcycles,” a slogan currently in use (88.4% to 91.4%); and “Cell phones save lives. Pull over and report a drunk driver,” (28.9% to 30.7%).

In the right-most column of Table Slogans-2, increases are expressed in terms of their potential increase (i.e., 100% minus the April level). Here we see that the greatest proportional increase is found for the “Click It or Ticket” slogan (+35% of potential increase), distantly followed by the other two slogans with percentage point increases of about 3 percent identified above (with both having an increase of +12% of their potential increase).

Table Slogans-2. Change in Awareness Levels, April to June 2012

Slogan	April	June	Change	Change as % of potential
You Drink and Drive. You Lose	69.3%	72.5%	+3.2%	+11.6%
Click It or Ticket	88.4%	91.4%	+3.0%	+34.9%
Friends Don't Let Friends Drive Drunk	73.4%	76.3%	+2.9%	+12.2%
Drive sober or get pulled over	33.5%	35.9%	+2.4%	+3.7%
Start seeing motorcycles	50.4%	52.3%	+1.9%	+4.0%
Cell phones save lives. Pull over and report a drunk driver.	28.9%	30.7%	+1.8	+2.6%
Rest Area = Text Area	13.6%	14.2%	+0.6%	+0.7%
Police in Illinois Arrest Drunk Drivers.	45.4%	45.9%	+0.5%	+0.9%
Children in Back	19.1%	19.6%	+0.5%	+0.6%
Drink and Drive? Police in Illinois have your number.	22.6%	22.8%	+0.2%	+0.3%
Wanna drink and drive? Police in Illinois will show you the bars.	18.8%	18.7%	-0.1%	---
CSA 2010: Get the Facts, Know the Law – What’s your Score?	7.4%	6.8%	-0.6%	---
Buckle Up America	41.6%	40.6%	-1.0%	---
Drive smart, drive sober.	51.5%	50.3%	-1.2%	---
Drunk Driving. Over the Limit. Under Arrest.	33.7%	31.0%	-2.7%	---
55 still the law for trucks in Chicago area	18.4%	12.5%	-5.9%	---

Regional April and June 2012 results for the “Click It or Ticket” slogan. Focusing on the recent seat belt campaign slogan of “Click It or Ticket,” we find the June awareness levels for this slogan are in the 90 to 92 percent range across the three regions: Chicago metro (92%), downstate (90%), and the targeted rural counties (92%).

All regions show increases from April to June, ranging from a slight increase of 1.4 percentage point for the Chicago metro area to an increase of just over 5 percentage points for downstate respondents: Chicago metro (90.6% to 92.0%, up 1.4% pts); downstate (84.9% to 90.4%, up 5.5% pts); and the targeted rural counties (89.0% to 92.0%, up 3.0% pts).

The 2002 through 2012 trends. We have pre-test and post-test information for media and enforcement campaigns going back to the calendar year of 2002. The full cross-sectional trend results for statewide awareness of slogans are presented in Table Slogans-3.

Table Slogans – 3A
Awareness of Selected Traffic Safety Slogans, April 2002 through June 2012
(April 2002 through September 2007 Portion)

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03	Jan '04	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%	88%	89%	94%	90%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%	84%	84%	83%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%	76%	76%	82%	81%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%	60%	64%	57%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%	49%	50%	52%	53%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%	50%	50%	46%	na	na	na
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	48%	47%	44%
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%	37%	34%	39%	na	na	na
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%	20%	19%	21%	29%	24%	27%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	20%	19%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%	23%	24%	22%	31%	37%	34%

*Prior to the June 2003 Post-test survey, this was one slogan.

(continued on next page)

Table Slogans – 3B
Awareness of Selected Traffic Safety Slogans, April 2002 through June 2012
(April 2007 through June 2012 Portion)

Slogan	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09	Apr '10	Jun '10	Sept '10	Apr '11	Jun '11	Sept '11	Apr '12	Jun '12
Click It or Ticket	89%	94%	90%	89%	91%	92%	88%	91%	90%	93%	93%	92%	90%	93%	91%	88%	91%
Friends don't let friends drive drunk	84%	84%	83%	80%	83%	83%	80%	79%	75%	77%	83%	82%	75%	76%	80%	73%	76%
You drink and drive. You lose	76%	82%	81%	77%	75%	80%	78%	74%	84%	78%	78%	82%	79%	77%	74%	69%	72%
Start Seeing Motorcycles	na	na	na	na	na	na	na	na	na	34%	49%	46%	46%	51%	47%	50%	52%
Drive smart, drive sober	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%	52%	50%
Police in Illinois arrest drunk drivers*	50%	52%	53%	52%	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	48%	45%	46%
Buckle Up America	48%	47%	44%	38%	46%	44%	43%	44%	42%	43%	39%	47%	38%	43%	40%	42%	41%
Drive sober or get pulled over	na	na	na	na	na	na	na	na	na	na	na	na	na	20%	37%	34%	36%
Drunk driving. Over the limit. Under arrest.	29%	24%	27%	26%	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	33%	34%	31%
Cell phones save lives. Pull over and report a drunk driver.	31%	37%	34%	35%	31%	30%	31%	27%	26%	37%	35%	33%	36%	29%	30%	29%	31%
Drink and drive? Police in Illinois have your number	20%	20%	19%	22%	20%	20%	23%	23%	20%	22%	27%	21%	24%	23%	18%	23%	23%
Children in back	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%	19%	20%
Wanna drink and drive, police in Illinois will show you the bars*	23%	26%	20%	23%	22%	16%	27%	26%	25%	20%	21%	25%	24%	19%	18%	19%	19%
Rest Area = Text Area	na	na	na	na	na	na	na	na	na	na	na	16%	na	na	16%	14%	14%
55 still the law for trucks in Chicago area	na	na	na	na	na	na	na	na	na	na	na	14%	na	na	17%	18%	12%
CSA 2010: Get the Facts, Know the Law – What's your score?	na	na	na	na	na	na	na	na	na	na	na	8%	na	na	8%	7%	7%

*Prior to the June 2003 Post-test survey, this was one slogan.

Focusing on the “Click It or Ticket” slogan, the first campaign -- surrounded by the April and June 2002 surveys -- was associated with an increase in awareness from 41 percent to 71 percent.¹⁸ By the November 2002 pre-test, the awareness had declined slightly to 67 percent and then increased back to the 71 percent level in the December 2002 post-test.

It had again declined to 67 percent in the April 2003 pre-test and then increased substantially to 85 percent in the June 2003 post-test, after the Memorial Day holiday campaign. A July 2003 survey shows only a slight decline in awareness to 83 percent, and a small increase in awareness then occurred between mid-summer of 2003 and the January 2004 survey (87%).

By April 2004, this awareness had declined slightly, back basically to the mid-summer 2003 level (84%). Awareness increased to 90 percent in July 2004, after the late Spring 2004 campaign, and then declined only slightly to 88 percent in the September 2004 survey.

By April of 2005, awareness had declined to 81 percent but then jumped to 91 percent, its highest level thus far, in June – after the Memorial Day Weekend 2005 campaign. By September of 2005, awareness had declined somewhat, to 87 percent (about the level found in September 2004).

By April of 2006, awareness had again declined somewhat from the previous Fall to 84 percent. After the Memorial Day Weekend 2006 campaign, it then increased again to 91 percent in June. And by September 2006, awareness had declined somewhat, to 88 percent.

Thus, *for the three years from 2004 through 2006*, there was a similar pattern for the “Click It or Ticket” slogan: awareness dropped from the high 80-percent level (87-88%) in the previous Fall/Winter to the low-to-mid 80 percent level in the Spring just prior to the Memorial Day campaign (81-84%) – and then increased to about 90 percent soon after this campaign (90-91%).

However, in April of 2007, awareness of the slogan started at a level just slightly ahead (basically on par) with the level of the previous Fall (89% vs. 88%). Awareness then increased to its highest level measured yet, 94 percent, in the June 2007 survey, after the Memorial Day media/enforcement campaign. It then decreased to 90 percent in September.

In both calendar year 2008 and 2009, the April awareness level began at just under 90 percent (89% in April 2008 and 88% in April 2009) and then rose slightly to just over or at 90 percent in the June and September surveys (to 91% and 92% in 2008; and to 91% and 90% in 2009).

The 2010 April awareness level started at 93 percent, just missing its highest awareness level in June of 2007. And, as we have seen, it maintained this level in the June survey and was nearly at this level in September (92%).

The 2011 April awareness level started at 90 percent, just slightly higher than the April awareness levels in 2007 through 2009 (89%, 89%, and 88%). It then increased to 93 percent in

¹⁸ In this section, we use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality. Also note that through 2005, survey results were weighted by region and gender but not by age category. In 2006 and 2007, the survey results are also weighted by age category. Starting in 2008, an education weight adjustment was also made.

the June 2011 survey, nearly as much as the “high water” mark found in June 2007 (94%) and virtually the same as that of the April and June 2010 levels.

The recent 2012 April and June results resemble those found in both calendar year 2008 and 2009, with the April awareness level beginning at just under 90 percent (88%) and then rising to just over 90 percent in June (91%).

Speeding Questions

Respondents were asked four questions about their driving behavior relating to speeding, the perceived chances of getting a ticket if they speed, and awareness of recent police speeding enforcement activities.

Generally speaking, what do you think the chances are of getting a ticket if you drive over the speed limit? The statewide percent who believe this is “very likely” is stable, at about 32 to 33 percent in both surveys. And, the percent who said either “very” or “somewhat” likely increased only slightly, from 76 percent in April to 78 percent in June. The percent who said either “very” or “somewhat” unlikely decreased slightly, from just over 19 percent in April to just under 17 percent in June.

In the metro Chicago area, the overall results in April and June are quite similar, with about 31 to 32 percent saying getting a ticket is “very likely” and another 45 percent saying it is “somewhat” likely. Here, the largest changes are found in the small increase from April to June in those saying “somewhat unlikely” (12% to 15%) and the small decrease in those saying “very unlikely” (7% to 4%).

In the downstate sample portion, the percent who said getting a ticket is “very likely” is stable at about 34 to 35 percent in both surveys. But, the percent who said “somewhat likely” increased from 41 percent in April to 47 percent in June, while the percent who said “somewhat unlikely” was cut by more than half, decreasing from 14 percent in April to 6 percent in June. Those who said “very unlikely” is about 6 percent in both surveys.

In the “rural counties,” the percent who said getting a ticket is “very likely” decreased from 37 percent in April to 30 percent in June. With a smaller increase in those who said “somewhat likely,” the total percent who said it is either “very” or “somewhat” likely declined only slightly, from nearly 80 percent in April to 77 percent in June. In both surveys, about 11 to 12 percent said “somewhat unlikely” while about 5 to 6 percent said “very unlikely.”

On a local road with a speed limit of 30 mph, how often would you say you drive faster than 35 mph? The statewide percent who said they speed “most of the time” is very similar in both surveys, 14 percent in April and 13 percent in June. Meanwhile, those who said they speed *at least* “half the time” increased from 24 percent in April to 28 percent in June while the percent who said they do so “once in a while” decreased from 30 percent in April to 24 percent in June. The percent who said either “rarely” or “never” is quite stable, at almost 44 percent in April and just over 45 percent in June.

In the metro Chicago area, the percent who said they speed “most of the time” decreased a bit, from 18 percent in April to 15 percent in June. But, with a larger increase in those who said they do so “half the time” (12% to 18%), those who said they speed *at least* half the time shows a small increase from April to June (30% to 33%). Those who said they speed “once in a while” shows a decrease (31% to 23%). But, with a small decrease for those saying “rarely” (15% to 13%), the percent who said they “rarely” or “never” speed shows only a small increase from April to June (38% to 42%).

In the downstate sample portion, the percent who said they speed “most of the time” increased slightly (just over 8% to nearly 11%), and with the increase that is also found for those saying “half the time” (5% to nearly 10%), we find that the percent who said they speed *at least* half the time increased from 14 percent in April to 20 percent in June. A decrease is found in the proportion who said they speed “once in a while” (30% to 26%). An even larger decrease is found in the proportion who said they do so “rarely” (35% to 26%). Meanwhile, the proportion who said they “never” speed increased from 18 percent in April to 25 percent in June. So, the proportion who said they either “rarely” or “never” speed decreased only from nearly 54 percent in April to nearly 52 percent in June.

In the “rural counties,” the percent who said they speed “most of the time” is about 11 to 12 percent in both surveys. But, with the increase that is found for those saying “half the time” (5% to just over 12%), we find that the percent who said they speed *at least* half the time increased from 17 percent in April to 24 percent in June. The proportion who said they speed “once in a while” is stable at about 27 percent in both surveys. With small decreases found for both those saying “rarely” (33% to 30%) and “never” (21% to 17%), we find that the total percent who said they “rarely” or “never” speed declined from 54% in April to just under 48 percent in June.

On an interstate or toll road which has a speed limit of 65 mph, how often would you say you drive faster than 70 mph? The statewide percent who said they speed “most of the time” decreased a bit, from 18 percent in April to 15 percent in June. But, with an even smaller increase in those who said they do so “half the time” (9% to 10%), we find that those who said they speed *at least* half the time is quite stable at about 26 percent. Those who said they speed “once in a while” is also stable at about 21 percent. Meanwhile, a decline is found for those who said “rarely” (28% to 22%) while an accompanying increase is found for those who said “never” (22% to 29%). So, we find that the percent who said they “rarely” or “never” speed is about half in both surveys (50% in April; 51% in June).

In the metro Chicago area, the percent who said they speed “most of the time” declined slightly, from 20 percent in April to 18 percent in June. Combined with a small increase in those who said they do so “half the time” (10% to 13%), we find that those who said they speed *at least* “half the time” is quite stable at about 30 percent in both surveys. The percent who said they speed “once in a while” shows a decline (from 25% to 20%), and an even smaller decline is found for the percent who said they do so “rarely” (25% to 22%). Meanwhile, the percent who said they “never” speed increased from 18 percent in April to nearly 26 percent in June. So, the percent who said they either “rarely” or “never” speed shows a small increase, from 44 percent in April to 48 percent in June.

In the downstate sample portion, the percent who said they speed “most of the time” decreased slightly (14% to 11%), as did the percent who said “half the time” (8% to 6%). So, we find that the percent who said they speed *at least* half the time decreased from 22 percent in April to 17 percent in June. An increase is found in the proportion who said they speed “once in a while” (14% to 23%). Meanwhile, a substantial decrease is found for those saying “rarely” (34% to 23%) while an increase is found for those saying “never” (28% to 35%). So, we find that the percent who said they either “rarely” or “never” speed on interstates shows a small decline, from 61 percent in April to nearly 58 percent in June.

In the “rural counties,” the percent who said they speed “most of the time” increased from 10 percent in April to 16 percent in June. With the percent who said “half the time” stable (about 8% in both surveys), we find that the percent who said they speed *at least* half the time increased from 19 percent in April to 24 percent in June. The proportion who said they speed “once in a while” shows a small increase, from just over 18 percent in April to nearly 22 percent in June. And, with decreases found for both those saying “rarely” (30% to 26%) and “never” (30% to 27%), we find that the total percent who said they “rarely” or “never” speed declined from 60 percent in April to 53 percent in June.

In the past 30 days, have you read, seen or heard anything about police enforcing speed limit laws? The statewide percent who have recently read/seen/heard anything about police enforcing speed limits laws increased from 24 percent in April to nearly 30 percent in June.

In the metro Chicago area, this recent awareness shows a small increase, from nearly 25 percent in April to just over 28 percent in June.

In the downstate sample portion, this recent awareness increased by just over 8 percent points, from 23 percent in April to nearly 32 percent in June.

In the “rural counties,” this recent awareness increased by 6 percentage points, from just over 24 percent in April to nearly 31 percent in June.

APPENDIX A
Statewide Enforcement Activities and Associated Costs

TABLE 12: HOLIDAY MOBILIZATION GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Bradley	51.00	60	17	28.3%	2	3.3%	51.0	\$46.85	\$55.11	\$2,810.86
Burnham	32.00	268	240	89.6%	7	2.6%	7.2	\$14.99	\$125.53	\$4,016.83
Cherry Valley	84.00	214	99	46.3%	3	1.4%	23.6	\$14.09	\$35.89	\$3,014.86
Dixon	48.00	17	5	29.4%	0	0.0%	169.4	\$103.99	\$36.83	\$1,767.84
Elizabeth	50.00	18	14	77.8%	0	0.0%	166.7	\$72.22	\$26.00	\$1,300.00
Frankfort	12.00	28	28	100.0%	0	0.0%	25.7	\$77.83	\$181.61	\$2,179.33
Hanover Park	60.00	76	65	85.5%	3	3.9%	47.4	\$44.38	\$56.21	\$3,372.60
Highland Park	48.00	55	45	81.8%	2	3.6%	52.4	\$57.56	\$65.95	\$3,165.68
Justice	55.00	92	90	97.8%	0	0.0%	35.9	\$29.89	\$50.00	\$2,750.00
Kankakee County	100.00	84	16	19.0%	0	0.0%	71.4	\$61.90	\$52.00	\$5,200.00
LaGrange	36.00	80	75	93.8%	0	0.0%	27.0	\$24.51	\$54.47	\$1,961.04
Libertyville	36.00	69	1	1.4%	1	1.4%	31.3	\$30.27	\$58.01	\$2,088.44
McLean County	36.00	85	41	48.2%	0	0.0%	25.4	\$18.00	\$42.50	\$1,530.00
North Riverside	78.00	168	144	85.7%	0	0.0%	27.9	\$25.95	\$55.90	\$4,360.32
Northbrook	66.00	114	89	78.1%	3	2.6%	34.7	\$38.50	\$66.50	\$4,389.00
Ottawa	40.00	52	4	7.7%	2	3.8%	46.2	\$33.67	\$43.77	\$1,750.92
Romeoville	96.00	208	155	74.5%	1	0.5%	27.7	\$25.38	\$55.00	\$5,280.00
Thayer	13.00	7	0	0.0%	0	0.0%	111.4	\$39.00	\$21.00	\$273.00
Troy	32.00	63	51	81.0%	0	0.0%	30.5	\$22.86	\$45.00	\$1,440.00

*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

TABLE 12: (continued)

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Warren	73.00	31	21	67.7%	0	0.0%	141.3	\$70.65	\$30.00	\$2,190.00
West Dundee	38.00	60	50	83.3%	0	0.0%	38.0	\$33.37	\$52.70	\$2,002.48
Holiday Mobilization Grants Total	1,084.00	1,849	1,250	67.6%	24	1.3%	35.2	\$30.74	\$52.44	\$56,843.20

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during CIOT enforcement

Column 3: Total number of citations written by law enforcement agency during statewide CIOT enforcement

Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 7: Percentage of total citations that were DUI arrests

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**TABLE 13: REGULAR GRANTEES WITH SINGLE GRANTS
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
LAP	Charleston	42.00	15	1	6.7%	3	20.0%	168.0	\$132.30	\$47.25	\$1,984.47
LAP	Macon County	168.00	105	6	5.7%	13	12.4%	96.0	\$162.97	\$101.86	\$17,112.37
LAP	Sangamon Co.	69.00	52	7	13.5%	14	26.9%	79.6	\$149.91	\$112.98	\$7,795.52
LAP	Springfield	249.00	83	6	7.2%	25	30.1%	180.0	\$182.45	\$60.82	\$15,143.62
STEP	Addison	118.00	145	30	20.7%	7	4.8%	48.8	\$43.03	\$52.88	\$6,239.94
STEP	Algonquin	142.00	261	248	95.0%	0	0.0%	32.6	\$31.33	\$57.58	\$8,176.50
STEP	Alton	400.00	393	178	45.3%	10	2.5%	61.1	\$48.72	\$47.86	\$19,145.71
STEP	Arlington Heights	144.00	236	107	45.3%	0	0.0%	36.6	\$26.20	\$42.94	\$6,184.00
STEP	Barrington	33.00	34	20	58.8%	0	0.0%	58.2	\$30.92	\$31.86	\$1,051.25
STEP	Bartlett	155.50	212	73	34.4%	13	6.1%	44.0	\$44.39	\$60.52	\$9,410.22
STEP	Berwyn	145.00	308	216	70.1%	1	0.3%	28.2	\$29.92	\$63.55	\$9,214.09
STEP	Blue Island	48.00	126	102	81.0%	0	0.0%	22.9	\$18.96	\$49.76	\$2,388.54
STEP	Boone County	86.00	90	55	61.1%	4	4.4%	57.3	\$46.86	\$49.04	\$4,217.68
STEP	Brookfield	50.00	60	27	45.0%	0	0.0%	50.0	\$51.67	\$62.01	\$3,100.25
STEP	Buffalo Grove	80.00	134	120	89.6%	0	0.0%	35.8	\$36.99	\$61.96	\$4,956.47
STEP	Calumet City	120.00	72	13	18.1%	2	2.8%	100.0	\$87.36	\$52.41	\$6,289.69
STEP	Campton Hills	72.00	53	5	9.4%	2	3.8%	81.5	\$38.37	\$28.24	\$2,033.49
STEP	Chatham	50.00	56	45	80.4%	1	1.8%	53.6	\$42.68	\$47.80	\$2,390.01
STEP	Chicago Ridge	60.00	95	77	81.1%	2	2.1%	37.9	\$31.53	\$49.93	\$2,995.75
STEP	Collinsville	123.00	164	88	53.7%	3	1.8%	45.0	\$39.88	\$53.17	\$6,539.68
STEP	Columbia	63.00	66	51	77.3%	0	0.0%	57.3	\$44.40	\$46.51	\$2,930.13
STEP	Countryside	53.00	29	12	41.4%	0	0.0%	109.7	\$114.07	\$62.41	\$3,307.96

*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

TABLE 13: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Crystal Lake Park District	20.00	26	11	42.3%	0	0.0%	46.2	\$22.12	\$28.76	\$575.13
STEP	Danville	112.00	210	142	67.6%	3	1.4%	32.0	\$22.98	\$43.08	\$4,824.94
STEP	Downers Grove	92.00	82	37	45.1%	0	0.0%	67.3	\$70.06	\$62.44	\$5,744.85
STEP	East Dundee	26.00	22	3	13.6%	1	4.5%	70.9	\$39.80	\$33.68	\$875.61
STEP	East Hazel Crest	84.00	146	99	67.8%	4	2.7%	34.5	\$19.37	\$33.66	\$2,827.72
STEP	East Moline	104.00	58	26	44.8%	1	1.7%	107.6	\$80.74	\$45.03	\$4,683.02
STEP	Edwardsville	77.00	88	1	1.1%	6	6.8%	52.5	\$45.58	\$52.10	\$4,011.43
STEP	Elgin	271.00	399	110	27.6%	6	1.5%	40.8	\$40.88	\$60.18	\$16,309.88
STEP	Elk Grove Village	136.00	434	369	85.0%	1	0.2%	18.8	\$21.66	\$69.14	\$9,402.37
STEP	Evanston	124.00	190	68	35.8%	1	0.5%	39.2	\$40.45	\$61.98	\$7,685.96
STEP	Flora	110.00	46	20	43.5%	3	6.5%	143.5	\$96.76	\$40.46	\$4,450.90
STEP	Forest Park	55.00	53	14	26.4%	2	3.8%	62.3	\$46.04	\$44.37	\$2,440.11
STEP	Franklin Park	32.00	55	18	32.7%	1	1.8%	34.9	\$35.72	\$61.40	\$1,964.64
STEP	Freeport	83.00	65	8	12.3%	4	6.2%	76.6	\$48.29	\$37.82	\$3,139.09
STEP	Gilberts	24.00	14	2	14.3%	2	14.3%	102.9	\$59.53	\$34.73	\$833.40
STEP	Grandview	40.00	31	18	58.1%	1	3.2%	77.4	\$25.81	\$20.00	\$800.00
STEP	Granite City	60.00	76	14	18.4%	3	3.9%	47.4	\$36.30	\$45.98	\$2,758.50
STEP	Grundy County	91.00	95	42	44.2%	4	4.2%	57.5	\$50.62	\$52.84	\$4,808.43
STEP	Gurnee	152.25	167	96	57.5%	3	1.8%	54.7	\$53.95	\$59.17	\$9,009.32
STEP	Harrisburg	255.00	137	45	32.8%	1	0.7%	111.7	\$69.01	\$37.08	\$9,454.84
STEP	Hebron	20.00	23	6	26.1%	1	4.3%	52.2	\$33.54	\$38.57	\$771.40
STEP	Hinsdale	52.00	61	30	49.2%	2	3.3%	51.1	\$57.25	\$67.16	\$3,492.47
STEP	Homewood	59.00	64	51	79.7%	3	4.7%	55.3	\$54.70	\$59.34	\$3,501.06

*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

TABLE 13: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Jerome	8.00	3	0	0.0%	0	0.0%	160.0	\$58.17	\$21.81	\$174.50
STEP	Jo Daviess County	15.00	18	8	44.4%	0	0.0%	50.0	\$26.74	\$32.09	\$481.40
STEP	Johnsburg	13.00	20	5	25.0%	0	0.0%	39.0	\$16.58	\$25.50	\$331.50
STEP	Kendall County	83.00	87	45	51.7%	1	1.1%	57.2	\$49.57	\$51.96	\$4,312.35
STEP	Kenilworth	24.00	22	1	4.5%	0	0.0%	65.5	\$59.75	\$54.77	\$1,314.48
STEP	Lake in the Hills	55.00	57	11	19.3%	6	10.5%	57.9	\$58.01	\$60.12	\$3,306.58
STEP	Lake Villa	49.00	27	14	51.9%	2	7.4%	108.9	\$85.07	\$46.88	\$2,296.88
STEP	Leland Grove	54.00	67	39	58.2%	0	0.0%	48.4	\$23.81	\$29.54	\$1,595.30
STEP	Lemont	55.00	67	31	46.3%	2	3.0%	49.3	\$44.89	\$54.68	\$3,007.30
STEP	Lincolnwood	12.00	10	4	40.0%	0	0.0%	72.0	\$76.52	\$63.77	\$765.23
STEP	Lockport	77.00	91	57	62.6%	2	2.2%	50.8	\$19.46	\$23.00	\$1,771.22
STEP	Lombard	135.00	223	156	70.0%	2	0.9%	36.3	\$34.69	\$57.30	\$7,735.14
STEP	Lyons	68.00	77	11	14.3%	2	2.6%	53.0	\$36.41	\$41.23	\$2,803.32
STEP	Macomb	16.00	16	10	62.5%	0	0.0%	60.0	\$70.13	\$70.13	\$1,122.13
STEP	Marengo	9.00	7	0	0.0%	1	14.3%	77.1	\$64.36	\$50.06	\$450.51
STEP	Mattoon	40.00	44	21	47.7%	3	6.8%	54.5	\$41.75	\$45.93	\$1,837.11
STEP	Maywood	72.00	51	38	74.5%	0	0.0%	84.7	\$79.72	\$56.47	\$4,065.93
STEP	McHenry	129.00	159	63	39.6%	1	0.6%	48.7	\$49.08	\$60.49	\$7,803.44
STEP	McHenry County	192.00	151	83	55.0%	1	0.7%	76.3	\$71.30	\$56.07	\$10,765.77
STEP	Midlothian	88.00	159	147	92.5%	0	0.0%	33.2	\$24.49	\$44.25	\$3,893.72
STEP	Momence	12.00	15	11	73.3%	0	0.0%	48.0	\$20.39	\$25.49	\$305.84
STEP	Morton	104.00	118	82	69.5%	3	2.5%	52.9	\$37.81	\$42.90	\$4,461.92
STEP	Morton Grove	60.00	62	59	95.2%	0	0.0%	58.1	\$55.60	\$57.46	\$3,447.40

TABLE 13: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Naperville	146.00	190	89	46.8%	10	5.3%	46.1	\$53.65	\$69.82	\$10,193.64
STEP	Niles	85.00	75	54	72.0%	1	1.3%	68.0	\$65.28	\$57.60	\$4,896.31
STEP	North Aurora	42.00	60	38	63.3%	0	0.0%	42.0	\$38.62	\$55.18	\$2,317.44
STEP	Oak Forest	120.00	140	136	97.1%	0	0.0%	51.4	\$57.11	\$66.63	\$7,995.56
STEP	Oak Lawn	113.75	182	148	81.3%	3	1.6%	37.5	\$43.38	\$69.41	\$7,894.96
STEP	Oak Park	76.00	93	28	30.1%	8	8.6%	49.0	\$81.20	\$99.36	\$7,551.17
STEP	Orland Park	100.00	107	92	86.0%	1	0.9%	56.1	\$70.57	\$75.51	\$7,551.17
STEP	Oswego	119.50	192	151	78.6%	2	1.0%	37.3	\$33.81	\$54.32	\$6,491.32
STEP	Palatine	146.00	122	76	62.3%	4	3.3%	71.8	\$78.36	\$65.48	\$9,559.69
STEP	Palos Heights	85.00	93	85	91.4%	2	2.2%	54.8	\$42.33	\$46.31	\$3,936.70
STEP	Park City	50.00	110	47	42.7%	13	11.8%	27.3	\$22.95	\$50.50	\$2,524.97
STEP	Park Ridge	120.00	221	213	96.4%	1	0.5%	32.6	\$31.62	\$58.24	\$6,988.72
STEP	Peoria	59.00	20	14	70.0%	0	0.0%	177.0	\$164.58	\$55.79	\$3,291.65
STEP	Peoria County	29.00	21	14	66.7%	1	4.8%	82.9	\$54.03	\$39.13	\$1,134.69
STEP	Peoria Heights	16.00	13	0	0.0%	0	0.0%	73.8	\$51.37	\$41.73	\$667.75
STEP	Pike County	92.00	42	2	4.8%	3	7.1%	131.4	\$104.25	\$47.59	\$4,378.71
STEP	Plainfield	171.00	278	202	72.7%	2	0.7%	36.9	\$37.32	\$60.67	\$10,373.76
STEP	Prairie Grove	72.00	35	8	22.9%	3	8.6%	123.4	\$79.03	\$38.42	\$2,766.07
STEP	Quincy	186.00	132	27	20.5%	3	2.3%	84.5	\$70.73	\$50.19	\$9,335.70
STEP	River Forest	36.25	58	48	82.8%	1	1.7%	37.5	\$35.78	\$57.24	\$2,074.97
STEP	Riverdale	60.00	196	186	94.9%	0	0.0%	18.4	\$18.47	\$60.33	\$3,619.70
STEP	Riverside	51.00	55	16	29.1%	1	1.8%	55.6	\$53.04	\$57.20	\$2,917.21

*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

TABLE 13: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Rock Island	166.00	197	102	51.8%	6	3.0%	50.6	\$36.86	\$43.75	\$7,261.93
STEP	Rockford	48.00	79	64	81.0%	0	0.0%	36.5	\$30.99	\$51.01	\$2,448.48
STEP	Rolling Meadows	68.00	107	20	18.7%	3	2.8%	38.1	\$43.49	\$68.43	\$4,653.55
STEP	Roselle	118.00	156	61	39.1%	2	1.3%	45.4	\$43.80	\$57.90	\$6,832.62
STEP	Round Lake	32.00	66	49	74.2%	1	1.5%	29.1	\$28.45	\$58.69	\$1,878.00
STEP	Schaumburg	144.00	167	119	71.3%	2	1.2%	51.7	\$60.21	\$69.82	\$10,054.52
STEP	Sherman	7.00	4	0	0.0%	1	25.0%	105.0	\$29.95	\$17.11	\$119.80
STEP	Shorewood	76.00	86	45	52.3%	0	0.0%	53.0	\$40.88	\$46.26	\$3,515.55
STEP	South Barrington	32.00	51	10	19.6%	0	0.0%	37.6	\$37.71	\$60.10	\$1,923.34
STEP	St. Charles	85.00	55	28	50.9%	5	9.1%	92.7	\$96.46	\$62.41	\$5,305.20
STEP	Sterling	29.00	20	1	5.0%	0	0.0%	87.0	\$53.77	\$37.08	\$1,075.38
STEP	Streamwood	34.00	233	231	99.1%	0	0.0%	8.8	\$9.48	\$65.00	\$2,210.00
STEP	Tazewell County	188.00	197	10	5.1%	3	1.5%	57.3	\$49.84	\$52.22	\$9,817.80
STEP	Tinley Park	82.00	88	84	95.5%	0	0.0%	55.9	\$55.84	\$59.93	\$4,914.26
STEP	West Chicago	131.00	183	24	13.1%	3	1.6%	43.0	\$44.36	\$61.96	\$8,117.30
STEP	Westchester	70.00	78	35	44.9%	2	2.6%	53.8	\$51.33	\$57.20	\$4,004.00
STEP	Wheeling	133.00	224	94	42.0%	6	2.7%	35.6	\$37.11	\$62.50	\$8,312.84
STEP	Winnebago County	114.00	108	16	14.8%	9	8.3%	63.3	\$52.56	\$49.80	\$5,677.01
STEP	Winthrop Harbor	50.00	85	14	16.5%	5	5.9%	35.3	\$26.19	\$44.52	\$2,225.80
STEP	Wonder Lake	5.00	2	0	0.0%	1	50.0%	150.0	\$51.43	\$20.57	\$102.85

TABLE 13: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Wood Dale	70.00	99	42	42.4%	9	9.1%	42.4	\$38.26	\$54.12	\$3,788.17
STEP	Woodridge	67.00	47	3	6.4%	3	6.4%	85.5	\$89.56	\$62.82	\$4,209.12
STEP	Woodstock	159.00	163	145	89.0%	3	1.8%	58.5	\$58.01	\$59.47	\$9,455.28
LAP GRANTS SUBTOTAL		528.00	255	20	7.8%	55	21.6%	124.2	\$164.85	\$79.61	\$42,035.98
STEP GRANTS SUBTOTAL		9,275.25	11,557	6,464	55.9%	247	2.1%	48.2	\$43.21	\$53.84	\$499,350.06
REGULAR GRANTS SUBTOTAL		9,803.25	11,812	6,484	54.9%	302	2.6%	49.8	\$45.83	\$55.23	\$541,386.04

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement

Column 5: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 6: Percentage of total citations that were occupant protection violations

Column 7: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 8: Percentage of total citations that were DUI arrests

Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 10: Cost per citation = Total Cost / Number of Citations

Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:

LAP – Local Alcohol Program

STEP – Sustained Traffic Enforcement Program

**TABLE 14: REGULAR GRANTEES WITH MULTIPLE GRANTS
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
MINI	Belvidere	60.00	33	28	84.8%	0	0.0%	109.1	\$94.55	\$52.00	\$3,120.00
STEP	Belvidere	121.00	115	87	75.7%	1	0.9%	63.1	\$51.47	\$48.92	\$5,919.12
MINI	Cahokia	24.00	39	2	5.1%	0	0.0%	36.9	\$17.03	\$27.68	\$664.20
STEP	Cahokia	64.00	66	16	24.2%	3	4.5%	58.2	\$46.85	\$48.31	\$3,091.90
LAP	Carol Stream	80.00	103	44	42.7%	3	2.9%	46.6	\$50.19	\$64.62	\$5,169.55
MINI	Carol Stream	20.00	43	36	83.7%	0	0.0%	27.9	\$25.49	\$54.80	\$1,096.02
STEP	Carol Stream	120.00	208	156	75.0%	5	2.4%	34.6	\$32.88	\$56.99	\$6,838.68
MINI	Carpentersville	60.00	76	54	71.1%	0	0.0%	47.4	\$45.70	\$57.89	\$3,473.40
STEP	Carpentersville	61.00	93	20	21.5%	6	6.5%	39.4	\$40.08	\$61.11	\$3,727.67
LAP	Chicago	192.00	81	7	8.6%	8	9.9%	142.2	\$138.00	\$58.22	\$11,178.24
STEP	Chicago	1,321.00	2,398	1,907	79.5%	7	0.3%	33.1	\$32.07	\$58.22	\$76,910.12
LAP	Chicago Heights	61.00	81	68	84.0%	1	1.2%	45.2	\$33.98	\$45.12	\$2,752.22
STEP	Chicago Heights	158.00	303	298	98.3%	1	0.3%	31.3	\$23.86	\$45.76	\$7,229.51
MINI	Clarendon Hills	24.00	41	24	58.5%	0	0.0%	35.1	\$34.80	\$59.45	\$1,426.80
STEP	Clarendon Hills	72.00	171	107	62.6%	1	0.6%	25.3	\$8.34	\$19.82	\$1,426.80
LAP	Cook County	91.00	118	10	8.5%	9	7.6%	46.3	\$48.21	\$62.52	\$5,689.23
STEP	Cook County	244.00	236	159	67.4%	1	0.4%	62.0	\$61.97	\$59.94	\$14,625.18
MINI	Creve Coeur	38.00	37	1	2.7%	1	2.7%	61.6	\$29.41	\$28.64	\$1,088.28
STEP	Creve Coeur	60.00	50	0	0.0%	3	6.0%	72.0	\$36.32	\$30.27	\$1,816.05

*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

TABLE 14: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
MINI	Crystal Lake	40.00	81	23	28.4%	0	0.0%	29.6	\$29.18	\$59.08	\$2,363.20
STEP	Crystal Lake	71.00	142	47	33.1%	0	0.0%	30.0	\$16.13	\$32.26	\$2,290.69
LAP	Decatur	116.00	63	4	6.3%	10	15.9%	110.5	\$102.85	\$55.86	\$6,479.54
STEP	Decatur	159.00	196	121	61.7%	5	2.6%	48.7	\$42.73	\$52.67	\$8,374.48
LAP	East Peoria	50.00	25	0	0.0%	2	8.0%	120.0	\$112.89	\$56.44	\$2,822.18
STEP	East Peoria	70.00	85	18	21.2%	2	2.4%	49.4	\$46.09	\$55.97	\$3,917.96
MINI	Elmhurst	50.00	63	52	82.5%	0	0.0%	47.6	\$46.05	\$58.02	\$2,901.18
STEP	Elmhurst	119.00	169	106	62.7%	4	2.4%	42.2	\$40.16	\$57.03	\$6,786.41
MINI	Grayslake/Hainesville	24.00	25	4	16.0%	0	0.0%	57.6	\$54.75	\$57.03	\$1,368.72
STEP	Grayslake/Hainesville	116.00	127	48	37.8%	4	3.1%	54.8	\$45.61	\$49.94	\$5,792.95
MINI	Hillside	71.00	164	124	75.6%	0	0.0%	26.0	\$25.65	\$59.26	\$4,207.17
STEP	Hillside	48.00	71	50	70.4%	1	1.4%	40.6	\$38.29	\$56.64	\$2,718.72
MINI	Lake Zurich	56.00	196	157	80.1%	0	0.0%	17.1	\$17.36	\$60.77	\$3,403.20
STEP	Lake Zurich	156.00	208	157	75.5%	12	5.8%	45.0	\$29.60	\$39.46	\$6,156.00
MINI	McCullom Lake	8.00	28	18	64.3%	0	0.0%	17.1	\$28.13	\$98.45	\$787.56
STEP	McCullom Lake	48.00	59	35	59.3%	0	0.0%	48.8	\$24.77	\$30.44	\$1,461.33
MINI	North Pekin	33.00	34	0	0.0%	1	2.9%	58.2	\$25.42	\$26.19	\$864.24
STEP	North Pekin	46.00	84	1	1.2%	2	2.4%	32.9	\$26.43	\$48.26	\$2,220.00
MINI	Peru	20.00	13	1	7.7%	1	7.7%	92.3	\$52.47	\$34.11	\$682.15
STEP	Peru	48.00	43	26	60.5%	5	11.6%	67.0	\$47.42	\$42.48	\$2,039.20

*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

TABLE 14: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
LAP	River Grove	50.00	50	16	32.0%	6	12.0%	60.0	\$52.38	\$52.38	\$2,619.00
MINI	River Grove	100.00	123	116	94.3%	3	2.4%	48.8	\$21.49	\$26.44	\$2,643.64
LAP	Skokie	68.25	63	29	46.0%	2	3.2%	65.0	\$66.01	\$60.93	\$4,158.69
STEP	Skokie	153.00	118	83	70.3%	2	1.7%	77.8	\$69.10	\$53.29	\$8,153.60
LAP	South Chicago Heights	18.00	12	0	0.0%	1	8.3%	90.0	\$38.22	\$25.48	\$458.67
STEP	South Chicago Heights	40.00	106	104	98.1%	0	0.0%	22.6	\$9.04	\$23.97	\$958.65
MINI	South Elgin	40.00	38	30	78.9%	0	0.0%	63.2	\$57.34	\$54.47	\$2,178.88
STEP	South Elgin	73.00	110	71	64.5%	3	2.7%	39.8	\$38.61	\$58.18	\$4,247.45
MINI	Spring Grove	32.00	23	17	73.9%	0	0.0%	83.5	\$52.62	\$37.82	\$1,210.23
STEP	Spring Grove	48.00	18	13	72.2%	1	5.6%	160.0	\$100.49	\$37.68	\$1,808.80
STEP	St. Clair County	120.00	115	83	72.2%	1	0.9%	62.6	\$45.99	\$44.08	\$5,289.38
LAP	St. Clair County	111.00	51	3	5.9%	7	13.7%	130.6	\$173.05	\$79.51	\$8,825.75
MINI	Summit	30.00	56	55	98.2%	0	0.0%	32.1	\$29.01	\$54.15	\$1,624.50
STEP	Summit	70.00	125	118	94.4%	0	0.0%	33.6	\$30.89	\$55.17	\$3,861.58
LAP	Villa Park	58.00	117	30	25.6%	2	1.7%	29.7	\$20.60	\$41.56	\$2,410.76
MINI	Villa Park	53.00	75	24	32.0%	0	0.0%	42.4	\$34.50	\$48.82	\$2,587.36
STEP	Villa Park	60.00	122	49	40.2%	2	1.6%	29.5	\$27.70	\$56.33	\$3,379.78
MINI	Waukegan	50.00	78	61	78.2%	0	0.0%	38.5	\$39.23	\$61.20	\$3,059.78
STEP	Waukegan	151.00	205	110	53.7%	5	2.4%	44.2	\$44.31	\$60.15	\$9,083.06
LAP	Will County	160.00	217	14	6.5%	11	5.1%	44.2	\$68.66	\$93.13	\$14,900.28
STEP	Will County	86.00	135	72	53.3%	2	1.5%	38.2	\$37.28	\$58.52	\$5,033.06

*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

TABLE 14: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
HOLIDAY MOBILIZATION GRANTS SUBTOTAL		833.00	1,266	827	65.3%	6	0.5%	39.5	\$32.19	\$48.92	\$40,750.51
LAP GRANTS SUBTOTAL		1,055.25	981	225	22.9%	62	6.3%	64.5	\$68.77	\$63.93	\$67,464.11
STEP GRANTS SUBTOTAL		3,903.00	5,878	4,062	69.5%	79	1.3%	39.9	\$34.85	\$52.43	\$205,158.13
AGENCIES WITH MULTIPLE GRANTS TOTAL		5,791.25	8,125	5,114	62.9%	147	1.8%	42.8	\$38.57	\$54.11	\$313,372.75

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement

Column 5: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 6: Percentage of total citations that were occupant protection violations

Column 7: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 8: Percentage of total citations that were DUI arrests

Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 10: Cost per citation = Total Cost / Number of Citations

Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:

LAP – Local Alcohol Program

STEP – Sustained Traffic Enforcement Program

MINI – Holiday Campaign Mini-Grant

TABLE 15: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11
Grant Type	# Patrol Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Restraint Violations	DUI Arrests	% DUI Arrests				
HOLIDAY MOBILIZATION GRANTS TOTAL	1,917.00	3,115	2,077	66.7%	30	1.0%	36.9	\$31.33	\$50.91	\$97,593.71
LAP GRANTS TOTAL	1,583.25	1,236	245	19.8%	117	9.5%	76.9	\$88.59	\$69.16	\$109,500.09
STEP GRANTS TOTAL	13,178.25	17,435	10,526	60.4%	326	1.9%	45.4	\$66.93	\$53.46	\$704,508.18
ILLINOIS STATE POLICE TOTAL	7,048.00	9,219	3,905	42.4%	143	1.6%	45.9	\$52.09	\$68.14	\$480,239.71
GRAND TOTAL	23,726.50	31,005	16,753	54.0%	616	2.0%	45.9	\$44.89	\$58.66	\$1,391,841.69

Column 1: Type of grant that agency had

Column 2: Number of patrol hours conducted during CIOT enforcement

Column 3: Total number of citations written by law enforcement agency during statewide CIOT enforcement

Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 7: Percentage of total citations that were DUI arrests

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

